PRINTERS' INK

A JOURNAL FOR ADVERTISERS

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# Sixteen months old—a national prize winner at six

OUR first advertising for Golden State Co., Ltd., producers and distributors of milk, butter, ice cream and other dairy products throughout California, appeared in April, 1934.

In October at Cleveland, at the International Milk Dealers Association convention, Golden State Co., Ltd., was awarded first prize for large-space advertising and first prize for the use of "bottle collars."

The idea of attaching advertising collars to milk bottles is not new, but our use of it was. Twice-a-week when Golden State customers took in the milk they received a Menu Flash, a timely menu and recipe, together with the latest news of good things in market. This, coupled to large-space newspaper announcements and a sparkling radio program featuring Golden State Menu Flashes, cemented into solid friendship a dealer relation that had been resentful of direct consumer sales.

Golden State business in 1934 was better than 1933 by 17 per cent. 1935 sees the 1934 plan amplified by the inauguration of the California Women's Menu Flash Guild—a twelve-month, twice-a-week radio menu and recipe program, conducted for California housewives and supported by a continuous newspaper campaign. Magazines and billboards featuring Golden State Co., Ltd., products complete the picture.

Studio reports on radio fan mail received to date marks this new campaign as a direct hit.

**N. W. Ayer & Son,** INCORPORATED

*Advertising Headquarters:* WASHINGTON SQUARE, PHILADELPHIA

NEW YORK • BOSTON • CHICAGO • SAN FRANCISCO • DETROIT

LONDON • MONTREAL • BUENOS AIRES • SÃO PAULO






## "But, dear, he had such nice eyes"

**Potent buying power responding to potent advertising, not handsome salesmen, is the true No. 1 reason why Iowans bought 23.5% more electric refrigerators the first 4 months of this year than last, and 1934 sales ran 37.7% ahead of 1933. Every day The Des Moines Register and Tribune reaches more than a quarter million able-to-buy Iowa families at lowest milline rates in Iowa.**

# PRINTERS' INK

NEW YORK, AUGUST 1, 1925


## This Week

THE optimistic James O'Shaughnessy, defender extraordinary of the advertising agency and its best interests, believes that ideas evolved by agents may not be walked off with hereafter as they have been "ever since advertising agencies invented themselves." In the leading article this week he discusses recent Washington and Indiana court decisions as reason for thinking and saying that **advertising ideas** are really on the way toward respectful consideration. Ideas, it seems, are the agencies' principal stock in trade; and if the agency has to give them away or see them appropriated without compensation, what is the agency to do?

* * *

Those who may wonder why the House of Representatives changed its mind so suddenly about putting public utilities holding companies out of business can probably see the reason in a statement made for PRINTERS' INK by J. E. Corby, secretary of Swift & Company. Mr. Corby's organization split up its shares a few years ago in order that it might get more stockholders. The **more stockholders** it has the **more friends** it has. Owners of a business are not going to see it kicked around. No diagram is needed.

* * *

Arthur H. Little does not agree with Mr. Schopenhauer at all in his estimate of women. **A salesman's wife,** remarks the gallant Mr. Little, is perhaps the most important element in the success or failure of her husband. And he presents a factual exposition of his statement that is sure to be instructive and helpful to any sales manager who may be wondering what is the matter with his staff.

* * *

The ordinary mine-run citizen must have at least some sense. Or, in any event, he is not as dumb as he looks. We glean these cheerful and perhaps somewhat startling thoughts from **a copy writer's confession** as related by William E. McFee of the American Rolling Mill Company. This builder of advertisements was a flop until, after learning that he was writing to potential customers and not to himself, he took a couple of years off, worked at this and that, and actually learned people. A true story, Mr. McFee assures us, and an instructive one, too.

* * *

Food bill hearings before the Chapman sub-committee of the House Interstate and Foreign Commerce Committee drag on so interminably as to create the suspicion that the **Copeland Bill** (S. 5) is being deliberately talked to death. Apparent hostility toward the Administration is also a factor. It seems, more's the pity, that S. 5 will not get before the House this session.

* * *

If a small dairyman is enterprising enough to have his firm name lettered on the side of his delivery wagon, will he be obliged to charge a penny more for his milk? Ridiculous, of course, but not impossible. The Borden Farm Products Company has lost another round of its fight against the New York Milk Control Law


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which provides that **advertised milk shall be penalized a cent a quart.** An amazing case. Borden will, of course, appeal to the United States Supreme Court.

* * *

In a discussion of industrial advertising, E. E. Irwin sets forth eight ways in which business-paper copy may be stepped up and made more effective. He takes his examples from real life, and under the title **"Bessemer and Babies"** discusses the subject in a way that ought to make life brighter for the industrial advertiser.

* * *

A small manufacturer in the drug field wrote to a package expert who happened to be a personal friend, asking him some leading questions about the improvement of his containers as a preliminary to expanding his branded line. His friend wrote him a long letter and then, liberally enough, allowed PRINTERS' INK to reproduce it. **"Welding a Package Line"** is the title under which it appears.

* * *

Montgomery Ward & Company puts out the **largest catalog** in years, thus showing unmistakably the good things that may be expected of business during the coming winter. * * * Nash Motors starts a big newspaper and magazine advertising program merchandising its **"X-Ray Style"** of demonstrating the LaFayette car * * * Richfield Oil's **new newspaper campaign** develops a style radically different from that of competing refiners.

* * *

And Packard also is doing a great job with its **"120" series** of small cars. * * * Congressmen, while considering liquor legislation, debate with a great show of learning upon **outdoor advertising.** * * * That remarkable man, **Walter Williams,** founder of the world's first school of journalism, is dead.

# CONTENTS


**Property Rights in Ideas**.....7
JAMES O'SHAUGHNESSY

**Shareholders as Friends**.....15
J. E. CORBY

**Brand Conscious Movies**.....21

**Mrs. Salesman**.....25
ARTHUR H. LITTLE

**A Copy Writer's Confession**....33
WM. E. MCFEE

**Display for Bulky Product**.....37

**Advertising Reserves**.....41

**Buck, Truax, O'Malley**.....45

**A Letter to the Sales Staff from the Manager**.....53
GEORGE W. NOLAND

**I See Where**.....57
G. M. S.

**New Design 88 Years Old**.....59

**Bessemer and Babies**.....63
E. E. IRWIN

**New Ideas Offer Real Hope to Business**.....70

**Consumers Want Facts**.....72

**Welding a Package Line**.....75

**Fog Lifts; Competition Is Here, After All**.....80

**Editorials**.....84

**The Little Schoolmaster's Classroom**.....88


*Index of advertisers page 94*




**Total manufacturing payrolls in Rhode Island for the first six months of '35 amounted to $76,194,859 . . . were $4,899,649 above payrolls for the same period of 1934 . . . and the largest for any corresponding period since 1931.**

## Diversified Industries Stabilized Rhode Island Incomes

**Payrolls in Rhode Island's leading industry, wool and worsted manufacturing, showed an increase of more than 40% for June of this year over June of '34. Substantial gains from a year ago took place in payrolls of iron and steel mills, non-ferrous metal, jewelry and silverware establishments. Although offset to some extent by payroll losses in the cotton mills, Rhode Island's diversified industry maintains steady advances, giving stability to employment and income throughout the state.**

Providence Journal-Bulletin

# Boy! That's Results!



**Milwaukee department stores have concentrated over 65 per cent of their newspaper linage in The Journal for years. The 1,971,473 lines they used in this newspaper in the first six months of 1935 is nearly two and one-half times the volume placed in the second paper. Reason: better results.**

**THE MILWAUKEE JOURNAL**

# Property Rights in Ideas

## Some Reflections on Recent Litigation and Its Probable Effect on Advertising Agency Practice

By James O'Shaughnessy

EVENTS of high significance to advertising have taken place recently, and to give them substantial interest value they have taken place in courtrooms, in decisions on the old mooted question of property rights in ideas.

Thanks to these decisions, one in Seattle and the still more recent one in Indiana, ideas may have a value, appraisable in real money.

In the Seattle case, as PRINTERS' INK has said*, an advertising agency submitted to an advertiser a presentation containing an idea imbedded in a slogan. The slogan must have looked better to the advertiser than did the agency because that was all the advertiser took.

There was not much news in that. Ideas have been walked off with ever since advertising agencies invented themselves. In that case, however, the advertising agency went to court and got a verdict for $7,500, showing that in the State of Washington ideas contain at least one of the basic elements of property.

The Indiana case, which came along on the heels of the Seattle victory, has gone even further in establishing the theory of property rights in ideas, since it was decided in the highest court of the State, in the case of Meyers vs. Liggett & Myers Tobacco Company.

That event as reported, gained a verdict for $9,000 as compensation for an advertising idea.

With two cases in widely separated States it looks as if advertising ideas were on their way to respectful consideration. It does not appear that either of these ideas was fortified by copyright. They were just plain ideas, out on their own.

The records of copyright decisions are as old as the sixth century. The very first copyright on record established the right of a maker of a book to all of the copies that anyone else might turn out. That was good as far as it went, but it didn't recognize property rights in ideas.

The copyright law has been tinkered with often but it does not appear to have been changed very much since it was first enunciated.

Through all these centuries any kind of human being could get himself sent to jail for stealing a piece of cheese, but nobody could break into a calaboose for stealing an idea, even though the idea were big enough to change the economic structure of the nation.

Now comes a Seattle judge and a group of Indiana judges saying something that almost every judge in a court of record has had an opportunity at one time or another of saying, if it had only occurred to him.

The essence of what these judges

* "That Agency Idea Suit," PRINTERS' INK, July 4, 1935, page 17.

# "THEY SHALL NOT PASS!"



The Battle of Verdun from March 11th on was a series of deadly local engagements for hills, woods, villages, and scraps of ground, where progress or recession was measured in yards... It was a gruelling and ghastly test of morale in which the element of military science was reduced to a minimum.

*A Short History of the Great War*—McPherson

**AT VERDUN, the commanding officers of both armies loosed tremendous physical forces. But the determining factor was not the thousands of tons of exploding steel, or the hundreds of thousands of bayonets. The real battle was fought—and won—in the minds of the soldiers in the ranks.**

**After the earthquake of each bombardment, when the hordes of shock troops poured over the ruined ground, the living French rose like ghosts out of their graves..."THEY SHALL NOT PASS!"**

**A preponderance of metal went down to defeat before a stronger *idea*.**

★ ★ ★

VERDUN is evidence of the force that a basic idea adds to physical force.

That is its relation to advertising.

Regardless of the other p tions that may be made, th petitive battle between pr must finally be fought out minds of people—millions of p

It must be a battle of idea product with a basic adve *idea*—one capable of gettin the minds of people, not j fore their eyes or in their has an advantage no amo advertising *money* can check

In this contest of ideas, t posing agencies—their defi of ideas, their ability to u *basic* ideas, then use them, an using them—must necessarily an important part.

J. Walter Thompson Co enters such contests with confi based on the record.

J. WALTER THOMPSON COMPANY, *Advertising*


OT PASS!"

have said is that an idea is property, that it may have value, and is subject to laws governing property rights.

An interesting phase of the Seattle decision is in the fact that it was rendered on the aggressive complaint of and in favor of an advertising agency.

It seems strange that the patiently suffering advertising agency should be the instrument for bringing about recognition of that particular truth. The decision would be just as important, of course, if it were rendered in the case of a creator of an idea in any other line of business.

### Creators Are Coming into Their Own

The ancient and heretofore honorable and almost universal practice of absorbing ideas brought in by the brainy but helpless, appears now to be put in its proper place along with bad behavior. The first direct beneficiaries of these salutary decisions appear to be the advertising agency, and the advertising manager.

The advertising agency is, in business primarily for the purpose of creating ideas. The advertising manager gets his job, or holds it for the same reason. The professional side of advertising rests basically upon its creative skills. That is, skills which are developed and perfected for the sole purpose of creating and applying the only things which mere human beings can ever possibly create, and that is no more, and no less than ideas. Ever since agencies have been brought into professional status they have earned and prospered on ideas alone. Agencies are good or bad, according to the ideas they create, and the skill with which they apply them.

The agency solicits new business ethically and successfully on the basis of ideas. These ideas may be as to copy or to the plan, or to both, but they are the vitals of the solicitation, as well as of the subsequent service.

There is, of course, a vast amount of other things to be offered by the agency, but they are incidental. Any agency may be as good as any other agency in the handling of spare parts, writing orders, checking and billings, etc. But if, and unless the agency creates valuable ideas to apply to the advertising objective, it is not a good agency and it won't last long.

Even in the perfunctory divisions of service, in the administration of agency operations, valuable ideas may come out of the infinite, creative faculty of the human mind.

Until these decisions by Judge Howard M. Findley, of Seattle, and the Supreme Court of Indiana, the agency and advertising manager have been submitting ideas with only a fond hope of compensation. The advertising manager sometimes sees his big idea gently submerged, to re-appear in somebody else's halo.

The advertising agency sails out for new business with an idea worth a million dollars. It may be embellished, even glamourously so, in a presentation worthy of a place in permanent literature. The idea may get across, all right, even if the agency does not.

Sometimes an agency has been unconventional enough to expose the absorption of its idea. Occasionally an agency has even been bold enough to demand pay for an idea so ingenuously embraced.

There have been a number of such claims which were pressed so hard that something came out of them for the agency. Usually the solicited but unacquired client has been made to feel badly about it whether he paid anything or not for the adopted idea. The agency is seldom completely placated, and another grain of sand has been dropped into the advertising gear box.

### Advertisers Often Wind Up in Labyrinth of Ideas

At this point something should be said in extenuation.

Usually the advertiser contemplating an agency selection has a number of agencies calling on him and submitting presentations, based on ideas. Some invited in, and some who crashed it, but all with

*(Continued on page 82)*



# Some People don't read The Sun

**If this is the kind of circulation you want, don't use The Sun, for The Sun has practically no circulation in the city's poorest districts. Use The Sun only if you want to reach people who can afford to buy advertised merchandise.**

The Sun
NEW YORK

**RED HOOK** is one of the city's poorest districts. It is located in the western part of Brooklyn. Figures for the 666 families interviewed here are as follows:

| EVENING | Families Reading | MORNING (week-day) | Families Reading |
|---|---|---|---|
| The Sun | 9 | Newspaper A | 434 |
| Newspaper A | 275 | Newspaper B | 109 |
| Newspaper B | 55 | Newspaper C | 67 |
| | | Newspaper D | 21 |
| | | Newspaper E | 13 |

# Borden Loses Milk Case

## Decision on New York Law Held as Striking at Heart of Rate Structure

SECTION 258q of the Milk Control Law of New York was this week declared to be constitutional. The decision was rendered by a special Statutory Court which was recently directed by the Supreme Court of the United States to review its findings in the Borden milk rate case and base its decision on a proof of facts rather than on allegations contained in a complaint and answer.

This development strikes right at the heart of the whole trade-mark structure. Considered as a trend of the times in connection wtih pending AAA legislation, it threatens a condition that would eventually nullify all advertising.

Let every advertiser—especially manufacturers and processors of branded foods—consider the facts, which are as follows:

The New York law permits the sale of unadvertised brands of milk at 1 cent less a bottle than the minimum price fixed for advertised brands. Borden's Farm Products Company, Inc., attacked the provision on the ground that it was unconstitutional.

Charles C. Burlingham who heard evidence as a special master, recommended that the disputed section be held to be "unreasonable, discriminatory and unconstitutional." The court, however, composed of Federal Circuit Judge Learned Hand and District Judges Alfred C. Coxe and Henry W. Goddard rejected Mr. Burlingham's conclusions and held that the legislation is entirely justified.

And now note the amazing implications in these findings of fact made by the court:

**Independent dealers on some occasions before Nov. 1, 1931, and until April 1, 1933, tried to sell bottled milk to stores at the same price as that charged by the plaintiff and Sheffield Farms; in each case they were compelled by loss of business to resume their earlier and lower prices.**

**During the period mentioned, seventy-one customers when offered the several brands at the same price would usually take a bottle of the plaintiff's or Sheffield Farms milk in preference to that of an independent dealer.**

**The plaintiff protests that this [the differential provision] is to deprive it of a commercial advantage which it is entitled to exploit to the full: the result of the long-established reputation of its milk. If that reputation tells the truth, its milk is really of a different grade, and the classification was right; if it does not tell the truth and the plaintiff has been persistently misleading the public all along, certainly the Legislature might neutralize a spurious advantage in order to protect those who have not achieved a similarly undeserved reputation.**

**And quite independently of that, if the Legislature really did suppose, as it had been told, that, put on even terms, the "independents" would be put out of the market, it was a tolerable policy not to foster the concentration of a whole market into a few hands, or even into large units.**

If this decision is upheld it would seem that no advertising at all in behalf of milk would be permitted—not even signs on stores or milk wagons, not even names of companies on milk bottles.

Meanwhile, Samuel Kramer, Special Assistant Attorney General, said that the decision "should prove very welcome news to the hundreds of thousands of milk consumers of modest means in New York City."

While no official statement from the Borden Company was available as this issue of PRINTERS' INK went to press, it was taken as a foregone conclusion that the case would be appealed to the Supreme Court of the United States.

# These eyes of



a steel executive who must keep his finger on the pulse of the world, read regularly

# The New York Times

**3** out of **4** of the top executives of the largest industrial, banking, insurance and railroad companies of the country, responding to a questionnaire, stated they read The New York Times.

# Talking S. 5 to Death

## House Sub-Committee, Taking Its Own Sweet Time, Seems Against Copeland Bill

*Printers' Ink Bureau,*
*Washington, D. C.*

IF the Chapman sub-committee of the House Committee on Interstate and Foreign Commerce is not deliberately trying to talk the Copeland Bill to death, it is giving an imitation performance that is sufficiently vivid to make friends of S. 5 worry more than a little.

Today (Tuesday), for example, the committee was in session only a little more than an hour. And this has been the story almost every day. Instead of pushing things along with a fair degree of speed, as might be expected this late in a Congressional session, the sub-committee is so remarkably and unusually deliberate as to impress even Congressmen.

Yesterday's session was an illuminating instance. John Benson, president of the American Association of Advertising Agencies, made a brief statement lasting perhaps four or five minutes, strongly endorsing S. 5.

Fair enough. But the committee wanted to ask questions. For about thirty minutes Mr. Benson was kept on the stand enlightening them and being cross-examined in lawyer-like fashion as to his reasons, if any, for wanting S. 5 to pass. Why did he wish the Department of Agriculture to be the enforcement agency? Wouldn't the Federal Trade Commission be able to do an infinitely better job? And so on.

Observers at this session and at other sessions tell PRINTERS' INK that if the sub-committee is not trying to kill S. 5 by talk, it is giving one of history's foremost expositions of trying to get the most detailed information on the subject —or at least pretending to.

"Back of it all, though," says one person who was a witness several days ago, "there is to be seen a pronounced hostility to the Roosevelt Administration. The House has been whipped, kicked and cuffed around so much by the Administration in efforts to pass the major bills that the members are madder than the proverbial wet hen. S. 5 is an Administration bill, after a fashion, even though the President has not seen fit to put it on his 'must' list. It is not of outstanding importance, however, as compared with other measures and thus opposition to it affords an opportunity to kick back at the President while his attention is diverted by measures such as the utilities bill and the new share-the-wealth proposition."

All of which makes it seem that the Copeland Bill has a forlorn chance for passage. And it is the more or less innocent victim of circumstances.

Various witnesses during the last week have expressed their admiration for S. 5 and urged its passage.

Charles Coolidge Parlin, representing the National Publishers Association, expressed the belief "that S. 5 is a well matured bill which adequately protects the public and at the same time is a practical measure."

Dr. Robert P. Fischelis, president of the American Pharmaceutical Association, said that while his organization is not in complete accord with the Copeland Bill in its present form, it feels that it should be passed in view of the fact that an agreement has been reached on most of its important provisions.

Walter G. Campbell, chief of the Food and Drug Administration, continuing his testimony over from last week, endorsed the bill once more. He proposed, however, that it be changed so as to permit the Secretary of Agriculture to make multiple seizures in cases where the branding or advertising of the article was such as to be "grossly deceptive."

# Shareholders as Friends

## Why Swift Wants as Many as Possible, and How They Are Kept Informed

As Told to Andrew M. Howe

By J. E. Corby

Secretary, Swift & Company

SHAREHOLDERS are the best friends and customers any company can have. That is why Swift & Company split up its shares a few years ago. We wanted more shareholders and got them. While it has meant a little more work for us in explaining to them the facts about our business, we consider this additional work well worth while. We now have 55,000 shareholders.

The nation needs more shareholders and the ideal situation will be reached when every workman is an investor (homes, securities, insurance, real estate, etc.). The more people we can get into an investing frame of mind the sounder their attitude will be on national questions and the better citizens they will make. "Any man would die for a home, but who would die for a boarding house?" The ownership point of view is one that should be stimulated.

We, like many other companies, are devoting considerable attention to building good-will among our shareholders. We have always recognized that this group has definite rights, that it is entitled to accurate, complete and understandable data on the activities of the company. Stockholders are the owners and management owes them a definite obligation.

The responsibility of management increases as the number of shareholders increases. The owner of a few shares should not be ignored. His investment, even though small, may represent a large portion of his earnings. His decision to invest it in the stock of our company is a compliment. It is an indication of his belief in the stability and the future of the company, the ability and honesty of the management.

The large shareholder, while he has more actual money at stake, is more likely to be an experienced investor, one who buys only partly on the strength of our good-will and reputation; he buys on facts and figures, on recommendation of his broker, possibly for speculation rather than investment.

The small shareholder is more interested in dividends than in market price increase. When he buys he becomes one of the owners of the business and is quite proud of this.

### Considering Shareholders as Human Beings

When one looks upon a shareholder list in this way, realizing that it is composed of so many individuals and is not just a list of names, a full realization of management's responsibility is easily appreciated. And there, perhaps, is where it is easiest to make a mistake. Management, busy with the problems of the business, sometimes fails to look upon its shareholders as human beings rather than part of a bookkeeping system.

We are in a peculiar position. Swift & Company is between two groups with apparently opposite interests. The producers of livestock, from whom we buy, are anxious to obtain high prices. The consumers of meat, our customers, want to buy at low prices. If one is satisfied the other may be dis-

satisfied. It is highly important, therefore, that both groups understand our function. We believe that such an understanding, an appreciation of our problem, will be better realized if those concerned are among the owners of our company. That is why we welcome shareholders from these groups particularly.

Buying a few shares of stock in Swift & Company, however, does not automatically turn a producer or a customer into a friend. The groundwork has been started. He must have a certain amount of confidence in us or he would not trust us with a portion of his fortune. But it is up to us to make certain that he knows just what place Swift & Company occupy in the distribution of food. He must be told how we operate and why.

He is entitled to this information. Not just a lot of figures, but an explanation, an interpretation, all in words that can be understood by every one of our shareholders. Hence our year books.

When a person becomes a shareholder in our company he is immediately welcomed. Our first letter sounds the keynote of our relationship. This friendly letter giving a few facts goes out at once from the secretary's office:

We welcome you as a shareholder in Swift & Company.

The business was founded more than fifty years ago by Gustavus Franklin Swift, at Barnstable, Mass. He was a pioneer in initiating and developing the present system of handling fresh meats over long distances. Mr. Swift's sons followed him in the business and are still active in its management.

Swift & Company was incorporated in 1885, at which time it had six shareholders. It now has more than 55,000 shareholders, a good proportion of whom are employees. It employs more than 60,000 men and women.

The company is one of more than 1,200 firms engaged in the meat packing business, and while one of the largest, it handles only a little over 15 per cent of all the meat produced in the United States.

Swift & Company is well equipped to handle its nation-wide and world-wide distribution of products. It has more than:

50 meat packing plants located in the livestock-producing areas;

110 plants devoted to the preparation of poultry, butter and eggs;

375 branch houses in the principal cities of the United States to distribute its products;

1,000 car routes which reach the smaller towns and country districts.

It also has many branches and agencies abroad.

The company has an enviable record of earnings, having made a profit forty-seven years in the last forty-nine. It has paid dividends in all except one year since its incorporation in 1885.

Swift & Company does not earn big profit margins. Normally, profits are extremely small per pound of meat or other product—only a fraction of a cent on an average—too small to have any appreciable effect upon the prices of meat or livestock. Owing to the billions of pounds of product handled, however, Swift & Company has been able, out of the very small margin per pound, to make reasonable profits for shareholders.

Now that you are a member of the Swift & Company shareholder family, we hope you will also be a regular purchaser of Swift's products. If all our shareholders insisted on getting Swift's products, the volume of our output would be increased, expenses would be reduced, and there would remain more profit for the benefit of the shareholders. We welcome your help in promoting good-will towards the company and its products.

The Swift & Company 50th Anniversary Year Book, a copy of which we are sending to you and which we believe you will find of interest, contains a list of the company's principal products.

We shall be pleased to send upon request a biography of the founder of our business, Gustavus Franklin Swift, written by the late Dr. Thomas W. Goodspeed, until his death historian of the University of Chicago.

Should you have anything to sug-

gest of benefit to the business, we hope you will feel free to write us.

Perhaps a few of our shareholders find it difficult to read a balance sheet and know what it is all about. There are companies that take the attitude that this is the shareholder's own problem, that if the information is presented in the usual form the responsibility of the management ends there. We do not believe this is true. We have been simplifying our reports almost every year. The items on our balance sheet are presented in terms that are not difficult to understand. Those items that need explaining are discussed in our reports.

But we go beyond the balance sheet. We have no set formula for deciding what we shall tell shareholders. We merely decide what problems seem to be of the greatest importance, what about our business or our industry may be misunderstood or may need describing.

As an aid to a better understanding, we issue a year book containing what we believe to be interesting facts and figures and discussions about Swift & Company. Our latest one is a little more elaborate than its predecessors because it was issued at the start of our fiftieth anniversary.

It covers, to quote from the book itself, "Activities for the year 1934 and reviewing the progress of the company in the meat and produce industries during the last half century." There are pictures of the founder, G. F. Swift, of L. F. Swift, long-time officer and retired chairman of the board, and our present president, G. F. Swift. There are charts showing the effect of consumer purchasing power on livestock values and livestock prices in central markets. There are pictures in color, depicting interesting and historical eras in the development of cattle. There are discussions on the distribution of produce, central markets and livestock prices, and the American standard of living.

Previous year books have contained similar discussions and data. We have shown our shareholders the importance and value of by-products, the organization of our company and all its branches, how we prepare certain meats.

In these books there is no attempt to give shareholders a sales talk, to urge them to buy Swift's products. We merely list our identifiable products. When a man or woman buys a share of stock in a company he or she does not expect to be bombarded with sales literature. We believe that many shareholders resent attempts on the part of a company to do a selling job. That is one reason we don't enclose reprints of consumer advertisements with dividend checks.

### How Shareholder Literature Is Handled

As a matter of fact, all of our shareholder communications and literature are handled by the officers of the company and the public relations department. These activities are separated entirely from our regular consumer advertising and sales departments. The latter are interested in selling products; those handling shareholder relations are interested in serving the shareholders by supplying information.

The nearest we come to doing any selling to our shareholders is in our dividend enclosures. These carry carefully worded messages about our products. Sometimes only a list of these is included; at other times we mildly suggest that "little orders make big ones" and point out that "if each Swift & Company shareholder ordered from his retailer the products produced by Swift & Company and used by the shareholder's family, the total in a year would reach the astounding figure of about 56,000,000 pounds. This volume would appreciably help the earnings of the company. We hope that you, as a Swift shareholder, will continue to patronize the dealer who buys the goods your company produces, and that you will always buy Swift brands. You know the Swift brands are good. This will be of great benefit to your company and


HEARST

# e Sailor

**UST WAIT FOR THE WIND**

. . . but the captain of an industrial craft has only to command this steady, resistless driving force that sends him to victory . . .



**NWSPAPERS**

OF AMERICA'S PREMIER

help make your retail dealer Swift-minded."

As a matter of fact, we don't believe that the ownership of a few shares of stock is going to exert a tremendous influence on a woman's buying habits. Convenience, price and many other things are going to be the deciding factors. It is far more important for us to do the best job we know how in our regular consumer advertising and selling work, attempting to reach consumers everywhere regardless of whether or not they are Swift & Company shareholders, than it is to devote much time and energy to attempting to sell our products to one small group.

Our shareholders recognize this, too. We would, I am sure, receive complaints if we were to do much "selling" to the shareholders. People, after all, are primarily interested in their own pocketbooks. If we can show the shareholders that we are operating our company efficiently, that present and future dividends are being protected, they will feel more kindly to us and perhaps will buy our products.

The management must stand ready to answer all queries and even welcome visits. Any shareholder who writes in to Swift & Company will receive a personally dictated letter from one of the officers.

We receive quite a number of letters, some of them with suggestions, most of them with questions and many just friendly letters. We answer all questions as fully as possible. The majority are concerned with dividends and the possibility of their being increased.

Our letters go into such detail that it isn't necessary for the shareholder to write again.

Our shareholders are, as I have said, also welcome visitors. We are always glad to talk to them personally and answer any of their questions. We like to show them our plant. Our shareholder meetings are well attended and we make the investors feel welcome at these, also.

We watch many of the little things that might bother our shareholders. We explain carefully any change in major policy. We send out our annual report in advance of the annual meeting. Shareholders are not asked to send in their proxies before knowing what the results have been for the last year.

All of this means a greater and greater burden of trusteeship upon corporate management—the responsibility of presenting facts and of looking after the interests of shareholders who have their capital invested. But this is a burden that someone must assume, and we expect to assume our share cheerfully.

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### Plans Larger Campaign

An intensive fall sales program is planned by the Kalamazoo Stove Company, Kalamazoo, Mich., in which the company's newspaper advertising schedule in 125 cities and towns will be trebled and magazine schedules will be materially increased. Horne, Morrissey & Company, Chicago, have this account.

• • •

### Campbell-Sanford Promotion

Jay P. Garlough, for the last several years with the Campbell-Sanford Advertising Company, Cleveland, has been made vice-president of that organization.

• • •

### Has Hotel Account

The Lord Baltimore Hotel has placed its account with the Emery Advertising Company, Baltimore.

### Appoints Huebsch and Nichols

The appointment of two advertising representatives is announced by *Modern Advertising & The Paper Demonstrator*, Chicago. N. L. Huebsch will handle accounts in the East, with headquarters in New York. R. W. Nichols is Western representative, with headquarters in Chicago.

• • •

### Trexler with Miami "Tribune"

Earle B. Trexler, formerly with the Miami *Daily News* as promotion copy manager, has joined the Miami *Daily Tribune*.

• • •

### Represents WDAE

Free, Johns & Field, Inc., has been appointed national sales representative of radio station WDAE, Tampa, Fla.

# Brand Conscious Movies

## Recent Developments Suggest Producers Are Again Toying with Idea of Advertising Income

IN the current motion picture, "Strangers All," a bit of incidental stage business involves the handling of a package of cigarettes. An observer calls PRINTERS' INK's attention to the fact that the package is so handled as to show the Lucky Strike brand, a circumstance that he believes is anything but the result of chance.

The same picture shows a brand of mineral water. And in "No More Ladies," where the story depicts a raid on an ice-box, it is not just an electric refrigerator that the players open. It is a Frigidaire. Photography and time give the spectator every opportunity to take in small details that are characteristic of this particular make. Again "I'm a Father," which naturally brings cigars in as a property item, seemingly goes out of its way to make it clear that White Owl is the brand preferred.

Somewhat different is the subtle use of advertising in "Keeper of the Bees." There is no mention of any advertised product. The story, however, deals with a hero who is in bad shape physically—as a matter of fact it is made clear that he is on the verge of passing away. He is given six months to live and along with it a rather detailed talk, volunteered by a friendly woman, who seeks to impress him—and the audience, too—with the health value of orange juice.

This particular scene is laid in California and, while there is nothing done in the picture to make an audience brand-conscious, the film is, nevertheless, doing a job for the citrus industry. Of course, it may well be that that is the purpose of this film. It might be a business film, created for theatrical distribution without any open mention of its sponsorship.

Not only is there a noticeable tendency to show products by brand but to mention them by name as well. In "Gigolette," Donald Cook goes into a night club to see Adrienne Ames. When he seats himself at a table and calls the waiter, he doesn't just order something general. His command is "Bring me some Clicquot."

Now one of the pertinent questions referred to is this: Is the motion picture industry engaged in a deliberate attempt to slip nationally advertised products into entertainment films?

"I have noticed," says this observer, "an accumulation of what appears to be more than a trend in this direction. A Laurel and Hardy comedy gives Wonder Bread a break. A scene in the same picture calls for the dumping of a pail of lard over the head of an actor. The dumping is so done as to make Cudahy's name readable. In another picture I had no trouble recognizing Chesterfield cigarettes.

### Questions Whether a Feeler Is Being Put Out

"It would be interesting to learn if these instances are in the nature of trial balloons which are being released to test public reaction. Isn't it more than possible that some producers are trying to cultivate subtly a public acceptance for the incidental featuring of branded products on the screen, watchfully waiting to find out whether the public will or will not complain?

"Granted that no payment or other arrangement has been made with those advertisers whose products are now being shown, it may be that the producers are working to get the public accustomed to small doses of product advertising. Then if it is found that they can get the theater-going brain to accept such advertising subconsciously—that is, to see the products without

—DAILY—

New York Evening Journal
Chicago Evening American
Albany Times-Union
Syracuse Journal
Rochester Evening Journal
Boston Evening American
Detroit Evening Times
Wisconsin News
Baltimore News-Post
Washington Times
Atlanta Georgian
Omaha Bee-News
Los Angeles Examiner
San Francisco Examiner
Seattle Post-Intelligencer

—SUNDAY—

Boston Advertiser
Albany Times-Union
Syracuse American
Rochester American
Detroit Times
Baltimore American
Atlanta American
Omaha Bee-News
Los Angeles Examiner
San Francisco Examiner
Seattle Post-Intelligencer

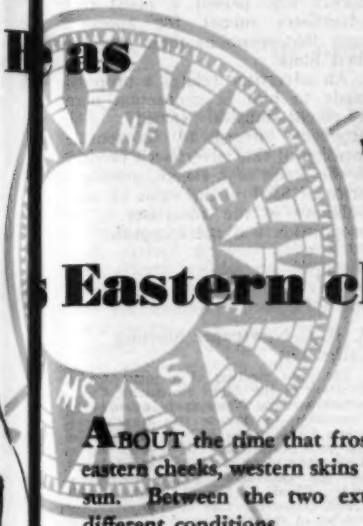
# Miss Wo
# Opens her B



HEARST INTERNATIONAL

NEW YORK · CHICAGO · DETROIT · CLEVELAND · PHILADELPHIA · ROCH · ATLAN







# Eastern closes hers

ABOUT the time that frost and snow stop biting fair eastern cheeks, western skins begin to parch from blazing sun. Between the two extremes lie areas of widely different conditions.

Thus, demand for skin lotions and kindred products varies from coast to coast.

Many manufacturers capitalize this varying seasonal demand, attacking market area by market area at the particular time when it will do the most good.

This can be done . . . through the 26 Hearst newspapers which we represent . . . concentrating their dominant influence in 15 of the country's best market areas . . . flexible in their ability to combat *local conditions* with advertising of local and timely interest.

VERTISING SERVICE

RODNEY E. BOONE, GENERAL MANAGER

ROCH · ATLANTA · MILWAUKEE · SAN FRANCISCO · LOS ANGELES · SEATTLE

feeling that the showing has been forced upon them—isn't it only a step for producers to sell these opportunities to advertisers?"

A motion picture executive with whom these questions were discussed, gives it as his opinion that the industry is not contemplating any move which would risk the furor created several years ago when efforts were made to present films sponsored by advertisers. At that time the public was quick to express its resentment. The attempts also met with strong antagonism on the part of newspapers.

But, as was pointed out, a collection of instances such as those cited would appear to be more than a coincidence. When a property man goes on a set, nothing is done that is not intentional, and those experienced with Hollywood construe it as no accident when an advertised product is allowed to get into a picture. Even in the matter of tie-up advertising, producers who permit it insist that advertisers submit for approval copy that mentions their stars or their films.

An advertiser relates a proposal made to him in connection with a recent musical comedy. The producer offered to incorporate mention of this advertiser's product in the script of a sketch, putting a price of $500 on the value of such publicity to the advertiser. The proposition was not accepted.

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## Leo N. Burnett to Head New Chicago Agency

Leo N. Burnett has resigned as vice-president, in charge of creative work of the Chicago office of Erwin, Wasey & Company, to establish a new advertising agency at that city.

Those who will be associated with him, all of whom have been with Erwin, Wasey, include: John Jennings, art director for the last three years; Jack O'Kieffe, copy man for four years; Joseph T. Ainley, director of radio production; Margaret Stevens, John Olson, and John W. Riley, who more recently has been in business for himself.

Mr. Jennings will be art director of the new agency; Mr. Ainley, director of radio, and Mr. Riley in charge of mechanical production.

Mr. Burnett joined Erwin, Wasey in 1931, prior to which he had been vice-president of the former Homer McKee Company, Inc. He was at one time advertising manager of the Cadillac Motor Car Company.

The name of the agency had not been decided as this issue went to press, since the new set-up was in its early formative stages. Headquarters address and accounts to be handled are also to be announced later.

• • •

## Cadillac Account Returns to MacManus

The Cadillac Motor Car Company, Detroit, has appointed MacManus, John & Adams, agency of that city, as advertising counsel. This appointment marks a return to activity in Cadillac advertising of Theodore F. MacManus, who previously handled this account when he headed his own agency, MacManus, Inc. He is the author of Cadillac's celebrated advertisement, "The Penalty of Leadership."

## A. B. C.-Newspaper Meeting Called Off

The joint meeting of a committee of directors of the Audit Bureau of Circulations and the Newspaper Investigating Committee to discuss the latter's proposals for revisions in by-laws and rules has been postponed. The session was to have taken place at New York, July 28, but the chairman of the newspaper group, Frank S. Newell, of the Toledo *Blade*, reported that a representative number of the members of his committee could not be assembled on the date set. Present plans look toward arrangement of the meeting early in September.

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## Pittsburgh Agencies Merge

The J. B. Rodgers Advertising Agency, Pittsburgh, will merge with Walker & Downing, of the same city, effective August 1. Mr. Rodgers will become a member of the Walker & Downing staff.

• • •

## Bissell Joins Blackman

John Bennett Bissell, formerly president of Bissell & Land, Pittsburgh, and more recently with Paris & Peart, New York, has joined Blackman Advertising, Inc., New York.

• • •

## Frigidaire Advances Clark

Lee A. Clark has been promoted from sales promotion manager to advertising manager of Frigidaire Corporation, Dayton, Ohio, succeeding Earl D. Doty, resigned.

• • •

## Sealkote Elects Gleason

The Sealkote Corporation, Chicago, has elected C. Roy Gleason, president, and W. R. Kenyon, secretary and treasurer.

# Mrs. Salesman

## For Building Up Morale and for Building Up Volume, She's a Potent, Potential Ally

### By Arthur H. Little

OF course, when you go in for destiny-fixing, you must be prepared for back-fires.

When you set yourself to shaping the careers of men, you need to be reasonably sure that your operating philosophy is sound and that, carried to their objectives, your efforts will insure, for those upon whom you operate, a reasonable maximum of prosperity and contentment.

Specifically, as will presently appear, you'll need to correct your preliminary calculations for such aberrant and unsuspected influences as abandoned chicken-coops.

This dissertation is concerned with salesmen's wives, and with how the wives affect and can be induced to affect their husband's work.

We take off from the premise that a good wife for a salesman is a wife who avoids impeding him and, on the contrary, bends her every effort to helping him, to encouraging him, to inspiring him to greater achievement.

And, as we take off, we must hurdle the assumption that, for a salesman, the selling lot is the happiest lot on earth. True, we must hold before the salesman the promise of the well-known—at least, well-talked-of—advancement to higher and higher stations. But, after all, you can't blame a sales manager for wondering, occasionally, how he is going to promote them all. For, when you come right down to it, even in a big concern there aren't nearly enough general-sales-managerships to go around. And finally, somebody must sell today's production—sell it out there on the firing line against competition.

Hence, management is wont to admonish the men: "Stay by it! Sell our goods! We've the finest line on earth. Stick to selling; and in the long run you'll be farther ahead."

That's what you call psychology. Psychology works on salesmen. Usually, it works on salesmen's wives. But—

Well, I know an ex-salesman whose bride just wouldn't respond to psychology at all. He'd met the girl in her own home town, right in his territory. There they were married. And then came notice that he was to be transferred. How soon could the newlyweds move?

#### An Obdurate Bride Makes Husband an Inventor

The salesman explained the matter to his wife. He explained in full, and with enthusiasm. He was a good salesman.

His wife said, "No."

The salesman expanded and re-explained. He proved wherein.

His wife said, "No!"

He said, "We-l-l."

His wife said, *"No!"*

"All right," he said. *"All right!"*

And he went into the chicken-coop and into the silences. How long he remained cloistered and mysteriously busy, I don't know. Perhaps it was a matter of days. But when he emerged he brought with him an invention—a different kind of insecticide.

Today he heads his own business. He owns a white and gleaming factory. Salesmen work for him. And to his salesmen, I surmise, he says:

"Stay by it! Sell our goods! We've the finest line on earth. Stick to selling; and in the long run you'll be farther ahead."

Meanwhile, I surmise, he suffers

an occasional moment of uneasiness when he meditates upon how many of his salesmen are threading the rural regions where chicken-coops abound.

On the whole, however, it seems the custom to accept these exceptions as natural—if somewhat disturbing—phenomena, and to assume that most salesmen really are better off if they stick to their jobs; and, further, there are certain sapient sales chiefs who know that something really can be done about the salesmen's-wife situation—something that will tend to strengthen the salesmen's morale, hold down sales-department turnover, and build-up sales results.

### Forced or Crude Entry into Homes Is Resented

Now there may be objectors who will object that a salesman's home life is his own danged business, and that he prefers to keep it that way. That sounds as if it ought to be true; and true it is—but to a limited extent. As does any man, a salesman resents home-office spying; and he resents managerial paternalism. He knows why shotguns were invented.

But I can't forget a certain three-act drama that a scribbler wrote and staged before a salesmen's convention. It's wholly possible that, in these columns, I have mentioned the matter before; but the moral bit so deeply into consciousness—into my own consciousness and into the consciousness of the audience—that the episode seems to merit re-telling here.

For weeks before the convention, the home office bustled with preparations. To the scribbler had been assigned the job of closing the week's program with "something inspirational."

The sales manager said: "We'll do the spade-work, the educational stuff, demonstrations and so on. What we want you to do is to provide the bang at the wind-up."

And the scribbler, veteran of a half dozen conventions in this company's gem of a theater, said: "I'd like to try an experiment. Heretofore, we've always closed with something pretty static—a tableau, or a kind of recessional—that always has reminded me of a set-piece of fireworks. This time, let's call our shots. You want something inspirational. All right, what particular and insidious influence is at large among your men and biting them in their spirits?"

"Smart-aleckism," said the sales manager. "Superiority. Some of the older men, including men with splendid records of production, are beginning to believe they know all there needs to be known about this business, and that their own, self-developed selling methods are better than anything that *we* can prescribe. And the effect on the younger men is bad."

And then it was a scribbler who went into the silences, but not necessarily in a chicken-coop; and he, too, emerged with an invention—a full-length, three-act play.

For the first time, those three-hundred-odd salesmen who would come to the convention were to see unfolded a segment of that department of life that each of them knew most intimately. For, for the first time in years of conventions, here was a "dramatic presentation" truly dramatic in the sense that it led together colliding forces, and that it developed its story through inevitable climax to denouement; and, for the first time, here was action implanted, not in "the business," but in a salesman's home.

And of the characters in the order of their appearance, the first to step through an entrance was that salesman's wife.

### Salesman's Wife Makes Stage Debut

Never mind the plot. For our present purposes, suffice it to say that it opened with a quarrel, that its tensest sequence of suspense brought Death to hover above the crib of a little boy, and that it closed with a sob of joy regained.

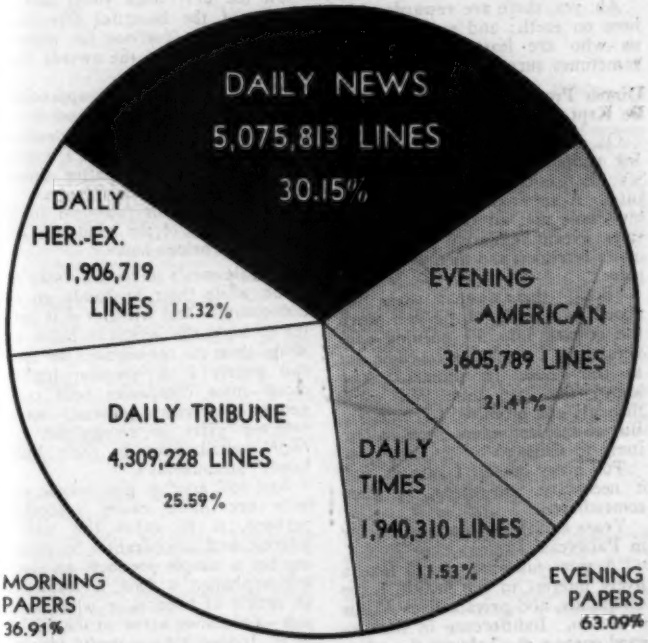
A sob? Yes. After the final curtain, they called the scribbler out on the apron; and as he stood there, thanking them, he could see, even across the footlight trough, that eyes were wet.

The salesmen went home. Some

# THE FACTS

AS REPORTED BY MEDIA RECORDS, INC.

## Total Display Advertising
## Chicago Daily Newspapers
### First Six Months of 1935




## THE CHICAGO DAILY NEWS

*-Chicago's Home Newspaper*

GEORGE A. McDEVITT CO., National Advertising Representatives,
NEW YORK—CHICAGO—PHILADELPHIA—DETROIT—SAN FRANCISCO

of them were thoughtful enough to write to the scribbler about what they had seen and how it had impressed them. And, despite the fact that here was a message intended, not for the salesmen's wives, but for the salesmen themselves, one man who had been in that audience wrote this:

"I brought home with me the Sales Bulletin that carried Floyd Bell's story of your play. You know, he printed the whole thing in full. Mrs. ——— has read it and she has asked me to tell you that she hopes to be as good a wife as that fine, brave woman that you wrote into your story."

Ah, yes, there are rewards right here on earth; and even those of us who are least deserving are sometimes surprised. . . .

### Dinner Promises Should Be Kept, Once Made

Of course there are expedients far simpler than theatricals. One way is to depend on human nature. A salesman's home may be his castle and all that. But let a sales executive arrive in a salesman's territory, and then what takes place?

"Boss," the salesman says, just about as quickly as he can work the remark into the opening conversation "I want you to come out to the house for dinner. You know, the last time you came through, you promised to come out. But at the last minute you had to jump to Chicago."

Too many bosses, I suspect, find it necessary, too often, to jump somewhere.

Years ago, J. K. MacNeill wrote in PRINTERS' INK:

"A sales manager should take a lively interest in the health, home conditions, and private lives of his salesmen. Indifference in this regard opens a gap between the salesman and the house that widens with the passing of time."

A sales manager was wise, Mr. MacNeill pointed out, to spend at least an evening at the salesman's home, to "sell" himself and his company to the salesman's wife; and he'd do no harm if, tactfully, he could contrive to endorse the home-made doughnuts and approve the children.

It was to salesmen's wives that the management of Electrolux, last year, wrote the following letter:

Maybe we shouldn't mention it. . . .

Perhaps he's planning to surprise you. But we certainly believe you'd like to know that a certain gentleman is trying his best to earn a set of fine Oneida Community Silverware for you.

Every Electrolux Refrigerator that he sells during August and September will help him to share in the special Electrolux Silver Award for Salesmen.

On the next page you'll find a picture of the beautiful fifty-piece Winged Chest (service for eight). This is just one of the awards that he can win for you.

We know that you'll appreciate his thoughtfulness. So—please don't mind when he leaves a little earlier in the morning, or puts in a couple of hours of extra work after dinner selling Electrolux Refrigerators.

He's doing it for you—and you'll both be proud of the handsome silverware he brings home.

To salesmen's wives who stay at home while their husbands go to conventions—and whether it is better to keep the wives at home or bring them to conventions as special guests is a question highly moot—some companies send convention souvenirs, special, well-selected gifts in recognition of *their* contributions to their husbands' attainments.

And still another plan whose effects are more easily traceable perhaps, is to enlist the wife's interest and co-operation by sending her a sample product—an electric appliance, a food, a cosmetic, an article of apparel or what have you—and asking her what she thinks of it. Indeed it's a splendid idea to ask her how it will appeal to other women—what selling points she finds in its favor. If the product is bulky, it can be "sampled" vicariously.

Thus, a maker of washing machines wrote to the wives of salesmen as follows:

Your husband will soon be on the

road selling a new washing machine made by us—our first product in this field.

We are taking the liberty of writing to you because we feel that only a woman with keen judgment can truly appreciate the advantages of this new machine and your opinion would be helpful.

After you read the enclosed descriptive booklet, I would like to ask you, if you feel like it, to tell your husband what you think the woman will like about the machine, and what about it that is likely to impress her, particularly.

Will she do it? Mrs. Salesman will!

Let sales executives remember—as the more thoughtful ones do remember—that Mrs. Salesman is a potent, potential ally. Let them ask her help—and they'll find her willing.

There's good stuff in her—good stuff compounded of courage and faith and hope. Herself, in the flesh, she's finer and braver than any heroine on imagination's stage. For, herself, in the flesh, and at her husband's side, she has lived through a depression.

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## Wins Injunction to Stop Use of Picture in Advertising

Hugh Sinclair has won his suit for an injunction restraining the Postal Telegraph & Cable Company from using a poster showing pictures of himself and Elisabeth Bergner sending messages notifying their friends of their appearance in a new motion picture. He charged that he did not give permission for the use of his name or picture and criticized the use as "undignified."

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## Publishes New Monthly

*Modern Salesmanship*, with offices at 919 North Michigan Avenue, Chicago, will start publication with a September issue. J. K. Wilson is president; Ray O. Wiker, vice-president and E. W. Romer, treasurer. Mr. Wilson is also national advertising manager; and J. A. Walworth is Western advertising manager. Stilwill and Son, New York, are Eastern representatives.

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## Directs United Artists Advertising

Monroe W. Greenthal, exploitation manager of United Artists, New York, has been appointed director of advertising and publicity. He was formerly with *Vogue* and the Lawrence G. Fertig Company, agency.

• • •

## Ralston Joins "Scholastic"

S. Otis Ralston, formerly advertising manager of *Harper's Bazaar* and more recently with *Cosmopolitan*, has joined the advertising department of *Scholastic*, high school weekly, and will be located in the New York office.

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## With Seattle Agency

Harry S. Pearson has joined the staff of the Lloyd Spencer Advertising Agency, Seattle.

## Four A's Again Selects White Sulphur Springs

The 1936 Convention of the American Association of Advertising Agencies will be held at The Greenbrier, White Sulphur Springs, W. Va., April 30, May 1 and 2. The success of this year's convention, held at White Sulphur Springs, coupled with the many commendatory expressions received from members, led to this unusually early decision on the association's next meeting place by its executive board.

• • •

## Made Wilwick Vice-President

Firman B. Hull, for many years president of the Sherman Corporation and later the Industrial Advisory Corporation, has joined the Wilwick Engineering Company, Inc., New York. As vice-president he will have supervision of the industrial engineering, management and sales, and merchandising divisions.

• • •

## Transferred by "The American Weekly"

*The American Weekly*, has transferred John P. St. Clair from Chicago to the Detroit office. He has been with *The American Weekly* for the last two years, and was formerly automotive advertising manager of the Chicago *Herald and Examiner*.

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## Iowa Paper Adds to Staff

H. J. Engle, formerly with the Osceola, Iowa, *Herald*, has joined the advertising staff of the Davenport, Iowa, *Tri-City Star*.

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## Tucker with J. C. Penney

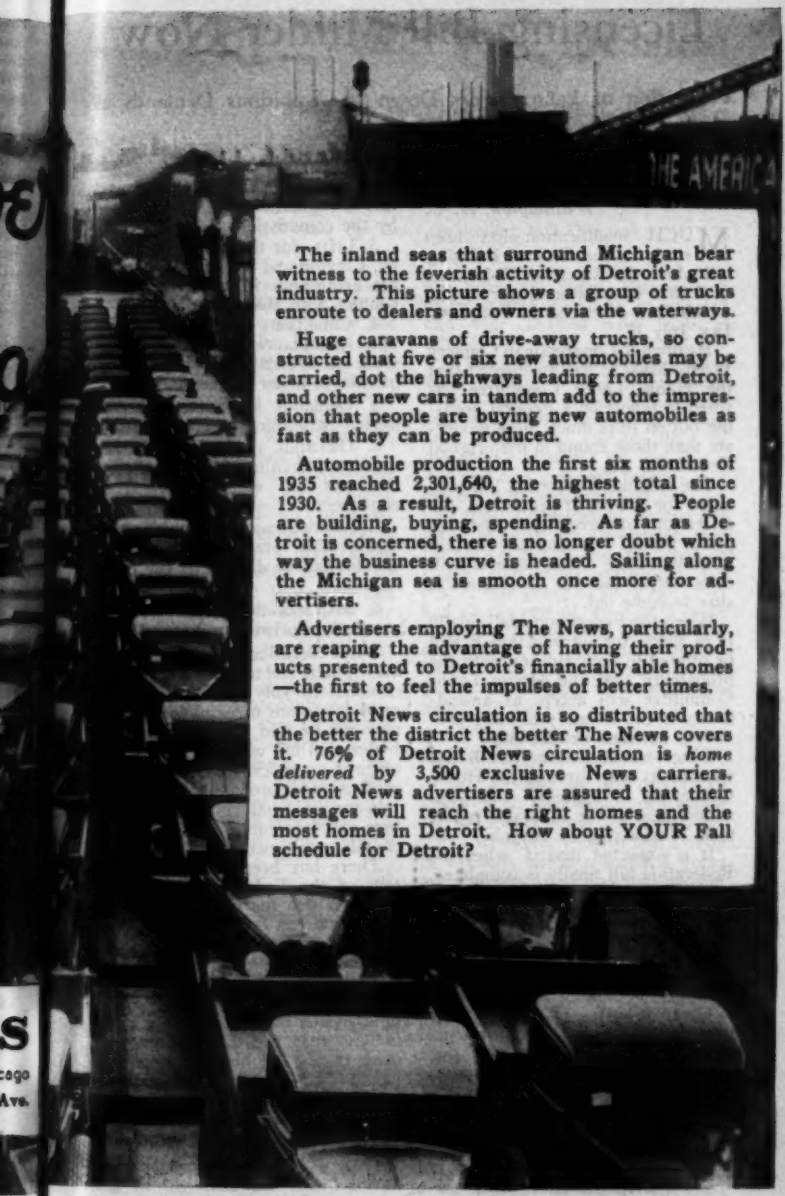
F. E. Tucker has been made advertising and display manager of the J. C. Penney Company at Bremerton, Wash.




**The Detroit News**

New York THE HOME NEWSPAPER Chicago

**I. A. KLEIN, Inc., 50 E. 42nd St.** **J. E. LUTZ, 180 No. Michigan Ave.**




The inland seas that surround Michigan bear witness to the feverish activity of Detroit's great industry. This picture shows a group of trucks enroute to dealers and owners via the waterways.

Huge caravans of drive-away trucks, so constructed that five or six new automobiles may be carried, dot the highways leading from Detroit, and other new cars in tandem add to the impression that people are buying new automobiles as fast as they can be produced.

Automobile production the first six months of 1935 reached 2,301,640, the highest total since 1930. As a result, Detroit is thriving. People are building, buying, spending. As far as Detroit is concerned, there is no longer doubt which way the business curve is headed. Sailing along the Michigan sea is smooth once more for advertisers.

Advertisers employing The News, particularly, are reaping the advantage of having their products presented to Detroit's financially able homes —the first to feel the impulses of better times.

Detroit News circulation is so distributed that the better the district the better The News covers it. 76% of Detroit News circulation is *home delivered* by 3,500 exclusive News carriers. Detroit News advertisers are assured that their messages will reach the right homes and the most homes in Detroit. How about YOUR Fall schedule for Detroit?

# Licensing Bill Milder Now

## Federation of Labor Tones Down Its Ambitious Demands as Congress Hesitates

*Printers' Ink Bureau,*
*Washington, D. C.*

MUCH modification has been made in the Federal licensing bill which the American Federation of Labor is to offer Congress and which was described in PRINTERS' INK July 11.

Meanwhile Congressman Connery (Dem. Mass.), has announced that the House Labor Committee has voted to report on a Federal licensing bill on lines much more moderate than those found in the original Federation bill.

The original Federation bill provided for control of production, for allocation of production and for price fixing. It appears certain now that these three features will come out of the bill. Allocation is sure to come out.

When the Federation's bill finally is in shape for introduction it will be offered in both Houses, with the probability that the House Labor Committee will accept as amendments to the Connery bill any provisions not now in that bill.

Congressman Connery's bill has wended its way through the House Committee so quietly that announcement of the favorable report took Washington by surprise.

It is expected that if, when the Federation bill finally is completed, it contains features not in the Connery bill, those features will be accepted by Connery as amendments.

Meanwhile the Connery bill provides these things:

1. A licensing commission of three, one of whom shall be the Secretary of Labor, one an employer who has had national trade association experience and one a labor representative who has had national labor union experience.

2. Licenses to do interstate business under conditions which are set forth in part in the bill and in part left to regulations to be formulated by the commission.

3. Lifts, for the emergency period, Clayton and Sherman anti-trust act provisions, if and where they conflict with the Connery bill.

4. Conditions licenses definitely upon acceptance of a thirty-hour week of five days, no employment of minors under sixteen.

5. Demands acceptance of collective bargaining.

6. Demands that employers require no individual or "yellow dog" contracts of employment from employees.

7. Requires wages adequate to a comfortable standard of living, which shall be defined by the commission.

8. Requires that licensees must not deal in prison products.

The Federation bill, as originally made public and as reported in these columns on July 11, went far beyond conditions of employment. It now can be said definitely that the Federation bill will not contain the original provision for allocation of production. It probably will not contain any real production control feature and it seems unlikely now to contain any price-fixing provision.

There has been much modification of the Federation bill. One reason is that the Federation wants a bill that can be enacted into law and it developed without much delay that the original draft contained more than Congress was willing to accept. The White House green light meant that there was a willingness that the effort should be made to find out how far Congress would go. It didn't take on the complexion of a command that Congress must accept. It appears quite to the contrary now that Congress is displaying a caution light.

# A Copy Writer's Confession

## After He Got Out and Lived with People He Found They Were Not Dunces, After All

By Wm. E. McFee

Chief Copy Writer, The American Rolling Mill Company

THIS may seem rather sentimental; but I was discussing problems with another copy writer the other night, and he blurted out what, to me, was an amazing confession. Amazing, in that it expressed trenchantly the core, the inner essence of a copy man's philosophy. Or at least what should be a copy man's philosophy.

"I've been writing advertisements for fifteen years," he prefaced. "I've been handed all sorts of assignments, from animal crackers to structural steel. I don't know how in creation I ever made a go of it at first, even though I had just burst out of college, and my friends and admirers exclaimed over the kick and the lift in the stuff I turned out.

"I got on, after a fashion; yet for a long time I couldn't rid myself of the fixation that all readers of advertisements were boobs, dunces and ignoramuses. As for me, in those days, I guess I was just about the most selfish, self-centered fellow who ever shambled sheepishly out of his chief's cubicle.

"I was due for a jolt, yet egotist that I was, I didn't sense the instinctive warnings that were being sounded hourly or oftener. I got it all right, swiftly, mercilessly, and painfully in the extreme. The last words the chief hurled at me as I accelerated toward the door were these; '. . . and take it from me, feller, if you don't get out and *live* with people, and find out that they're not all nitwits like you, you'll wind up digging graves in Tibet!'

"'Get out and *live* with people.' How those words steeped in vitriol rang in my ears for months. I can hear 'em today, sharper and more caustic than any chemical I had ever worked with back in school.

"The next two weeks were filled with despair. I was bitter, bitter with the chief, soured on advertising, and ready to quit and just drift. But that parting fling of the chief's wouldn't let me. . . . 'Get out and live with people . . . get out and live with people!'

"I did. I chucked my pencils and pens, pawned my typewriter, and rid my pockets of the last scrap of paper. No more scrivening for me. I was going to show the chief and all the rest of 'em that I could live with people—and come to understand them. I'd throw in my lot with the common people, and the more plebian they were the better I'd like it.

### Gets "Low Down" from an Italian Boss

"So I went to work for an Italian fruit merchant, down where the tenements begin. A month before I would have called him a Wop or a Dago, but now—well, I guess my real education was just getting underway. At first I wrestled crates, from dawn to dark—bananas, oranges, grapefruit, and all the rest. Joe had three commission salesmen on the job; but he wouldn't listen to my pleas for a route. 'Hell, boy, if you wanna learn dissa business, you got to start at da bottom and find out abouta de produce!'

"I found out, all right, and hardened my biceps doing it, to say nothing of the knowledge I gained of fruit and why people like it this way, that way or some other way. After six months, even

old Joe admitted that I was becoming human, and he told me to dress up a little and make ready to take a route.

"If I had discovered that people who buy things were not dumbbells and ignoramuses, I was to doubly discover it now. They were sensible and discriminating; and friendly, too, if you approached them with self-interest struck out of your heart. They wanted to buy, were even eager to buy, provided I could convince them, and prove it upon delivery, that I had the kind of fruit they expected.

"Not a bad lot at all—when you put their interests before yours.

### But You Can't Know People Through One Type

"About a year later I went to Joe and told him I was moving on. You should have seen the look on that good-natured little Italian's face. I knew the chief had been right, and that I was beginning to get under the skin of things—of people. Joe pleaded with me in his most persuasive broken English; but my mind was made up. It was cabbages before kings in my case. I had to get out and *live* with people, and although Joe's customers had taught me much, there were many other types and kinds to rub elbows with before I could go back to my first love—advertising—and convince her I was ready to make a real go of it.

"I journeyed uptown, to a haberdashery, where I learned what the well-dressed man should wear—and more importantly, how I must sell it to him. Sure, I made mistakes. I'll tell you about one of the early ones. These were the days of big butter-and-egg men, and one of these clothier's delights barged in on me of an afternoon and took me by surprise, if not by storm. 'I wanta whole new outfit!' he bellowed, 'and make it the snappiest, smartest rig-out you have in the store. Get me?' he invited.

"I thought I did, as my bewildered eyes took in the whole six-foot-six of him. But I had reckoned without my host. Despite his speech, he looked pretty conservative to me; so I laid out a nice blue serge with all the trappings.

"One glance was enough for him, and a short one, at that. 'Get that clerk's Sunday-best out of here,' he shouted, 'and show me something that a man can wear without giggles! Show me something that Gloria Glow, my girl friend at the Follies, will like! Show me something, dammit, that won't make me the lilting-lily laughing stock of the Big Town!'

"I did, with alacrity. And right there and then, I learned something that as a tyro in copy writing I had been blissfully ignorant of. Know your man . . . know the reasons and emotions that propel him toward a purchase; and then fit your sales tactics to those reasons and emotions . . . with emphasis on the emotions!

"I stayed with that haberdasher almost two years. At the end, which was an end of my own choosing, I had been the sales leader for seven months. I was serving my real apprenticeship in advertising, and enjoying the experience immensely.

### Found Out about People by Losing Himself with Them

"All the while I was living closely with people. I roomed in boarding houses. I stayed at hotels. I chinned with people I had never seen before. I lost myself in the early-evening throngs, and peered over people's shoulders as they were transfixed by window displays. I ate in automats, cafeterias, and occasionally in the luxurious dining-rooms of swell hotels. I rode the subways, the surface cars, the taxies, and the double-deckers. And I never missed an opportunity to engage somebody in conversation—about himself, or herself.

"One time I mounted a double-decker, after work. The bus was crowded, and I stood up for a while before I got a seat. As luck would have it, I was shaken down beside a fetching miss loaded with parcels. We fell into conversation, and ingenuously enough, she related that she had been shopping on her afternoon off. It's the obvious things that make conversa-

# OMAHA WON THE KENTUCKY DERBY ONLY BECAUSE HE WAS SO MUCH BETTER



## • AND THAT IS WHY KENTUCKIANS READ THE COURIER-JOURNAL AND LOUISVILLE TIMES

RACING COLTS AT A BLUEGRASS FARM



PARI-MUTUELS AT IDLE HOUR FARM



The Derby, you know, is the high spot sporting event in Kentucky each year. It's also "Colonel Day," when the famous Colonels meet and greet over cool mint juleps. But there are two other high spots each day in the year . . . the hours when true Kentuckians open their Courier-Journals and Louisville Times. That's when merchandise is sold in volume, because these two newspapers dominate the mass market. By concentrating your advertising appropriation in them, you obtain 95.6 per cent coverage of this amazingly rich and prosperous market.

**THE COURIER-JOURNAL**

• WHEN THE DAWN IS ON THE BLUEGRASS, THE COURIER-JOURNAL IS FAVORITE AT THE BREAKFAST TABLES.

**THE LOUISVILLE TIMES**

• AND THE LOUISVILLE TIMES GIVES YOU COVERAGE AT SUNDOWN.

REPRESENTED NATIONALLY BY THE BRAHAM COMPANY

tion, wherever you go or whomever you meet.

"My new girl friend was a salesperson, herself, and she proceeded to tell me of her somewhat trying experience in a millinery department.

" 'You know,' she said, 'that woman tried to sell me everything in stock—except the hat I wanted. 'My dear,' she would gush, 'now this jaunty little thing really does something for you. It flatters you; it gives you such a nonchalant air; it was made for you.' Maybe it was, but I knew the boy friend would be horrified, and I told her so in so many words. 'But, my dear,' she expostulated, 'we girls (she was fifty if she was a day) must not permit men to dictate our styles. We must be our own best judges.' . . . Anyway, my good-looking bus-acquaintance confided, 'I broke away from that hussy and sold a hat to myself.'

"There were many incidents like this, and some episodes, too. But I was getting lop-sided among all these city people; so I took to running out to the Island on Sundays, and sandwiching trips to Connecticut in between. I'd consult the time-table, pick out some little town I had never heard of, and buy a ticket. Then I'd drop off the train incognito, as it were, wander up Main Street and out into the country. I wanted to get the rural slant on things, and, believe me, I did.

"One Sunday afternoon I was drifting down a dusty road in the heart of the tobacco country, drinking in the scenery, when I happened upon a farmer who appeared to be studying his crop-prospects. 'How's she look?' I asked in my most artless manner. 'Wal, I don't know,' he drawled, though not in an unfriendly voice, 'Thar was a salesman come through this way last fall, and he sold me five tons of a new-fangled fertilizer . . . said it was the best thing yet for terbaccer, and showed me a lot of scientific data to back up his claims . . . advertisements, too . . . showed me a whole book of 'em, with testimonials and everything. The way I figure it out, though, is that salesman didn't take my soil into account. He never lived with us folks in this part of the country, and didn't realize what we needed to grow good terbaccer. This fertilizer might be all right for Kentucky and the Carolinas, but it won't work here. That's the trouble with so many of these sales fellers; they've just never lived with the folks they want to buy their stuff!'

"All I could say was, 'right you are, old-timer.'

"Now I'm back in the advertising business, and mighty glad to be back—and yet a little sorry, too. They say my copy has a down-to-earth twang about it that people seem to understand and respond to. I am not so sure it hasn't; but I take no credit for it; rather I hand it all to that grizzled old copy chief, who lanced his choicest oaths at me and commanded me to get out and live with people.

"I think it was Conrad who wrote: 'He who wants to persuade should put his trust not in the right argument but in the right word.' That may be all right for literary men, but for advertising writers, I'd like to add to the right word, the *right knowledge* that comes only from *living* with people and the things they buy."

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### Mitchell Succeeds Woodcox at Kelvinator

S. C. Mitchell, advertising manager of the Leonard Refrigerator Company, has been appointed director of advertising and sales promotion of the Kelvinator Corporation. He succeeds Vance C. Woodcox, who recently resigned to assume an executive position with Montgomery Ward & Company. Mr. Mitchell joined the Kelvinator organization in 1932.

### Mobilgas Campaign in Michigan and Indiana

Newspapers and outdoor bulletins are being used in a campaign on Mobilgas which Socony-Vacuum is starting in Michigan and Indiana. This concentrated schedule calls for space in fifteen newspapers and displays on more than 1,000 poster boards. Twelve radio stations will carry baseball broadcasts in connection with games played by the Detroiters.

# Display for Bulky Product

## Pump Manufacturer Gets Counter Space by Means of Card with Moving Part

ONE of the toughest merchandising problems facing the Westco Pump Corporation, of Davenport, Iowa, has been that of gaining adequate display for its turbine type pump.

A pump is a product which the average retailer, even in rural sections, is not willing to exhibit on the counter or even consign to his valuable floor space. The company, therefore, first attempted to produce small aluminum cut-away models which it placed in dealers' hands for demonstration purposes. They served the purpose quite well in industrial lines but were not sufficiently dramatic for the domestic water system market. Furthermore their expense was such that they could be distributed only to the higher type of dealer, thus limiting sales effort throughout the country.

To complicate the problem, water systems are considered a specialty item by many dealers who refuse to stock them in their stores, preferring to sell a prospect from catalogs whenever the opportunity presents itself.

The Westco Pump is the original turbine type pump on the market. It differs from the majority of its competitors, in that it has only one moving part whereas all piston-type pumps have from fifteen to twenty-five. This simplicity has been Westco's main selling point. It was in this feature that there lay the germ of an idea which provided the sought-for answer.

The idea, in its finished form, takes the shape of a display card that capitalizes on the human desire to see how a thing works. Sixteen by twenty-two inches in size and printed in bright blue, orange and black, this display dramatically focuses its interest on Westco's turbine-type Impeller which is the pump's only moving part. A three-dimensional effect was achieved by molding this Impeller of composition and finishing it in bronze.

Almost invariably the customer attracted to this display reaches out and touches the Impeller. His interest is heightened when he finds that it is solid and can be made to spin on its concealed shaft.

From this point it is a simple matter for the dealer to explain




**The curious are moved to feel this display card**

# Advertising for Sales Managers

**If making a profit these days demands as close control of distribution as of production, advertising must go hand in hand with the salesman. It must have sufficient coverage of the market to support the boys with the sample cases. It should not be wasted where stores are few and salesmen turn in bigger expense accounts than orders.**

**THIS WEEK reaches 4¼ million families — that's volume. More important, these families live in trade centers where mass merchandisers already do the bulk of their business — that's coverage. Equally important, THIS WEEK'S coverage in these sales centers is 3 to 5 times greater than leading**

Atlanta, Baltimore, Birmingham, Boston, Buffalo, Chicago, Cincinnati, Cleveland, Dallas, Detroit, Indi... Milwaukee, Min...

UNITED NEWSP...

NEW YORK: 420 Lexington Avenue CHICAGO: 360 N. Michigan Avenue DETROIT: ...ilding

**national magazines—that's where the profit comes in.**

**Published by 21 great newspapers east of the Rockies, THIS WEEK offers magazine color, long life, and pulling power, combined with newspaper coverage and local influence. Here is an advertising medium which really parallels the sales maps, which backs up salesmen, jobbers, and dealers where they sell.**

**It's made to measure for sales managers who like their volume with profit.**

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**Aside to Sales Managers:** 95% of THIS WEEK'S circulation is concentrated in 938 counties doing 68.6% of the retail business of the states east of the Rockies (America's A Market) and 60% of the retail trade of the whole country. THIS WEEK has a minimum coverage of 10% in these counties, an average coverage of native white families of over 38%.

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# THIS WEEK

**The Magazine for the Millions—Brief, Colorful, Dramatic**

Milwaukee, Minneapolis, New Orleans, New York, Omaha, Philadelphia, Pittsburgh, St. Louis, Washington

APERS MAGAZINE CORPORATION

Building SAN FRANCISCO, 111 Sutter Street LOS ANGELES, Lincoln Building

Westco's unique pumping action. For his guidance, a cross-section view of the pump is shown in actual size. Selling features are clearly listed and pointed out. A handy pocket on the front of the display holds descriptive folders and invites the prospect to help himself. On the back, besides the usual instructions for assembling, are a few paragraphs designed to give the dealer a brief lesson in how to use the display.

Distribution is now being made by jobbers' salesmen who call on the dealers, set up the displays and secure prominent locations for them upon the counter. A small number, of course, are mailed direct to dealers in cases where the jobber requests that this be done. The displays are also being merchandised to the trade through trade-paper advertising and by direct mail.

Dealers in all stores where it has so far been tested, the company reports, are satisfied that this piece is well worth counter space.

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# Walter Williams Dead

THE death of Walter Williams in Columbia, Mo., last Monday night called to mind once more one of the most unique and remarkable careers of this generation. Mr. Williams, although one of the aristocrats of academic circles, did not have even a high school diploma. Yet he became president of the University of Missouri where he had successfully conducted the world's first university school of journalism.

His life—a never dying inspiration to those who create advertising—is an outstanding example of the fact that the right sort of person can attain profound learning without being educated in a formal way. Instead of going to high school, Walter Williams was "devil" in a country print shop. Through his own efforts he worked himself up to be one of the great newspaper men of this age, later becoming an outstanding educator.

The newspaper business has long been regarded as one of the best of training schools for advertising workers. The life of Walter Williams thus should prove an inspiration to all such.

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### Outdoor Campaign for Kentucky

A campaign of outdoor advertising to advertise Kentucky is now being planned by the Kentucky Progress Commission, official State body. It has received approval from the State Department of Public Property Board of its recommendation of a budget appropriation for this purpose.

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### Getchell Transfers Heizner

The J. Stirling Getchell, Inc., New York agency, has transferred Randolph Heizner from New York to the Detroit office, where he will handle the White Star Refining Company account.

• • •

### Detroit Agency Changes Name

Holden, McKinney & Clark, Inc., Detroit agency, has changed its name to Holden, Graham & Clark, Inc. The change brings into the firm name the name of Ivan T. Graham, secretary.

### Made Advertising Manager, "N. A. R. D. Journal"

Donald C. Barnes, recently advertising manager of the *North Western Druggist*, St. Paul, has been appointed to a similar capacity on the *N. A. R. D. Journal*, Chicago, official publication of the National Association of Retail Druggists.

• • •

### Appoints Colman O'Shaughnessy

Colman O'Shaughnessy, who has been with Kimball, Hubbard & Powel, Inc., New York, has been appointed assistant advertising manager of the Equitable Paper Bag Company, Brooklyn, N. Y.

• • •

### Wrensch Advanced by "Spur"

The August issue of the *Spur*, New York, is the first under the editorship of Frank A. Wrensch. He succeeds Henry S. Adams, resigned. Mr. Wrensch has been managing editor of the *Spur* for the last fourteen years.

# Advertising Reserves

## Setting Aside Surplus for Sales Purposes Is Practice Often Recommended, but Seldom Followed

QUALITY BAKERS OF AMERICA
NEW YORK

*Editor of* PRINTERS' INK:

Can you refer me to some past articles in PRINTERS' INK relative to the setting of an advertising budget in the following manner:

Create a reserve fund, based on a certain percentage of normal sales. When business is better than normal, reduce the advertising appropriation, and place the balance in the reserve fund. When business falls below normal, draw on the reserve fund which has grown during good business conditions, and throw this money into the breach to stimulate sales.

R. D. MANSFIELD,
*Sales Service Department.*

THE setting aside of an advertising reserve on the basis outlined by Mr. Mansfield is a practice that has often been recommended but seldom, if ever, followed for any length of time. Like the idea that more advertising pressure should be put on in times of depression than in times of prosperity, the setting up of a reserve for advertising is an excellent theory that might work wonders if tried.

In the golden days of 1929, several large advertisers made heavy appropriations which they were unable to use in their entirety. The money thus set aside was supposed to be used for advertising in the following year. In a few cases this reserve came in handy during 1930 and in some cases even was of help in 1931. In every company, however, the value of the reserve had been pretty well dissipated after two hard years of depression.

In his report to the stockholders of The R. J. Reynolds Tobacco Company in 1933, S. Clay Williams, president of the company, announced that $4,000,000 "of advertising accumulation charged against 1932 earnings is carried forward as a reserve and represents an additional amount available for advertising in 1933."

Analysis showed, however, that this reserve had not been set up following a definite policy but with money that the company had been unable to expend in advertising and, therefore, had merely carried forward.

In a number of instances advertising reserves of varying amounts have been set up in about the same way. Even in times of prosperity some companies have found it necessary to curtail their advertising plans due to slow developments of new models or other manufacturing or merchandising troubles. Where money had already been appropriated for advertising and the entire appropriation could not be used, it was fairly common practice for the company to carry the amount over in the advertising account.

In most cases of this kind, however, the reserve served only to reduce the amount of money appropriated for advertising the following year. Thus it could not actually be called an advertising reserve in the sense referred to by Mr. Mansfield.

Of course the reserve is not always tied up with advertising. It may lie in a general surplus fund that can be tapped when needed for an emergency. Thus if there are quick competitive developments and a company has a sensible surplus it can easily transfer the necessary amount from the surplus to the advertising account.

This, of course, is a matter of corporation finance.

There is one factor that is operating today against the theory and practice of the advertising reserve. Such a reserve in bookkeeping eventually has to be carried as a

# "In Conference"



# ITH THE
# ORLD'S BUSIEST SALESMAN

YES, this is what your average executive looks like when he's in a buying mood. And you needn't take *our* word for it . . .

*In a recent questionnaire, 7 out of 10 representative executives declared that they rely on business-paper advertising to guide their purchases.*

Each week or each month, they shop the pages of their business papers. They digest the sales stories of the various vendors represented therein. Whether they're in the market or not, they form impressions that help decide the sale when they *do* go out to buy.

If your company isn't represented in those pages, you're missing many a valuable sales opportunity. You're depriving your sales force of the support that opens doors and helps close sales for your product. And all for a "saving" that's smaller than you think . . .

Let us show you how little it really *does* cost to do an effective job in business papers . . . that is, in McGraw-Hill papers, where your advertising dollar buys its biggest quota of bona-fide prospects.

## McGRAW-HILL PUBLICATIONS

erican Machinist
iation
Transportation
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emical & Metallurgical
Engineering
nstruction Methods
Electrical Merchandising
Electrical West
Electrical World
Electronics
Engineering and Mining Journal
Engineering News-Record
Food Industries
Factory Management and Maintenance
Metal and Mineral Markets
Power
Product Engineering
Radio Retailing
Textile World
Transit Journal

McGraw-Hill Publishing Co., Inc. 330 West 42nd Street New York, N. Y.

surplus. There is a great deal of agitation in Washington and in various States for placing heavy taxes on corporation surplus. Thus while a number of companies are playing with the idea of greatly increasing their advertising appropriations in the event that heavy excess profits or surplus taxes go into effect, few companies would consider the idea of building up a surplus which might later be taxed heavily. They would rather invest any money for the promotion of sales in immediate activity than carry it over.

One excellent use of a reserve occurs when a company can look forward to new product development which is likely to happen in the somewhat distant future. Thus the production department may have in hand product development plans that may not reach the public until nine months or a year later and the wise management prepares for extra promotion pressure at the time when public announcement becomes possible.

There is another type of advertising reserve that is frequently used. This is the fund regularly set aside over and above the regularly apportioned appropriation for emergency purposes during the period covered by the regular appropriation. These emergencies are of various types such as:

*Necessity of bolstering weak spots.* Where sales analysis shows certain territories that are weak or have a tendency to weaken, the advertiser often shoots in extra newspaper and other local advertising to back dealers and salesmen. If this effort can be paid for from a reserve rather than from the general fund, which would weaken the general effort, the advertiser is able to keep up the consistency of his national effort.

*Necessity of meeting competitive moves.* Frequently competitors bring out a new product or intensify advertising effort. This is a common emergency.

*Bringing out new products.* Occasionally an advertiser brings out a new product, calling for additional advertising pressure which was not planned for when the appropriation was determined. Usually, however, new products are planned far enough in advance so that their exploitation can be taken care of in appropriation planning.

*Rise in costs of advertising.* Under this head comes a sudden advance in printing costs, the cost of engravings or artwork, the cost of space where the advertiser is not protected by contract, etc.

*Faulty advance accounting.* This is an emergency which should never arise, but which, alas, occasionally does. The advertiser may find himself forced to go considerably above his original cost figures on various items, such as space, mechanical features, etc.

*Special drives not planned in advance.* It is quite common for an advertiser to discover, as the year wears on, that a special sales drive will bring unusual results. Such an emergency usually calls for a special advertising pressure.

*Need to shift from one form of advertising to another at a greater cost.* This arises infrequently. Sometimes, however, the advertiser may decide for various reasons to make a midstream shift. This may occur when he finds he has misjudged the pulling power of a certain medium or something of the kind.

*Unexpected change in general business conditions.* Business conditions may change suddenly, calling for quick retrenchment or added investment. A reserve often takes care of the added investment until a new appropriation plan can be worked out scientifically.

A number of advertising executives feel that the setting up of this type of reserve is an essential part of appropriation procedure. Others disagree with this idea claiming that a good advertising manager can pretty well predict what is going to happen during the year and that if unexpected developments occur it is a simple enough matter to go before the board of directors and get an extra appropriation. That, of course, depends upon the persuasiveness of the advertising manager and the far-sightedness of the board of directors.

# Buck, Truax, O'Malley

## In House Debate on Liquor Bill, They Eagerly Air Their Lack of Advertising Knowledge

IN the air-conditioned refuge of the House of Representatives (in the streets people were dropping with heat prostration) H.R. 8870, the Federal Alcohol Administration Act, was under discussion —more particularly that part of the Act dealing with unfair competition and unlawful practices. Mr. Buck, who for several minutes had been busy striking out and inserting, suggested this amendment:

"Page 23, lines 18 and 19, strike out 'the date of the enactment of this act' and insert 'June 18, 1935.'"

Mr. Buck paused in his business of striking out and inserting to—but let the *Congressional Record* carry on from this point:

MR. BUCK: Mr. Chairman, I shall explain this amendment so that the members of the committee may know the reason for it.

This amendment is designed to make outdoor advertising which has been erected since June 18, 1935, conform to the provisions of the bill relating to what must be placed on such advertising and what must not be placed on such advertising.

Congress has the power to make outdoor advertising, no matter when erected, conform to such provisions and, therefore, the requirement that advertising erected or repainted since June 18, 1935, conform to the provisions of the bill is not unreasonable since that date is not an arbitrary date. That date is the date of the introduction of the original bill, H.R. 8539, and the industry had notice on that date of the contemplated regulation. It seemed fair to the committee to permit advertising in place on and prior to such date to continue until replaced, restored, or renovated, but that the provisions of the bill ought not be permitted to be avoided by the erection of permanent signs between June 18 and the passage of the act.

MR. KVALE: Mr. Chairman, will the gentleman yield?

MR. BUCK: Yes.

MR. KVALE: Aside from the merits of the amendment, would the gentleman join in a movement to forbid all outdoor nature-defacing advertising?

MR. BUCK: The laws of the State that I have the honor in part to represent limits severely that type of advertising.

MR. TRUAX: Mr. Chairman, will the gentleman yield?

MR. BUCK: Yes.

MR. TRUAX: The gentleman states that Congress has the power to regulate outdoor advertising. I think the gentleman is right, but why would not the Congress have the same right to regulate outdoor advertising, for instance, of the gasoline and oil companies, the Standard Oil, the Sinclair, the Texas Co.? They all furnish their dealers who are confined exclusively to the sale of their own products, with electric signs. As I understand this bill, it will impose very drastic regulations upon the use of such signs and outdoor advertising material. Is that true?

MR. VINSON of Kentucky: It does not restrict the use, but it prohibits a distillery or a brewery from furnishing signs and other things to induce the retailer to purchase exclusively the product of the distillery or brewery.

MR. BUCK: If the gentleman will permit, it goes farther than that. It prohibits the placing of misleading advertising on any signs that may be erected.

MR. TRUAX: The point I wish to make is: If we enter this field as we are entering it in this bill, why not also enter the fields of similar advertising? For instance, the Coca-Cola Co. That company furnishes all its dealers with prepared signs,

outdoor advertising signs. Why discriminate and single out the brewers and beer dealers?

MR. BUCK: I am afraid our committee has no jurisdiction over these other subject matters. They will have to be taken care of in some other committee, no matter how meritorious the contention of the gentleman may be.

MR. TRUAX: I wanted to make the point that this section of the bill, in my judgment, is unfair and discriminatory in that it singles out this particular traffic and this particular commodity and will dictate to the dealers and to the wholesale brewers.

MR. BUCK: May I suggest that the liquor industry, including the wine and brewing industry, has always been subject to Federal jurisdiction.

MR. TRUAX: In the matter of advertising?

MR. BUCK: In the matter of almost any sort of control that the Government wants to place upon these industries.

MR. TRUAX: But not advertising.

MR. BUCK: We have never placed it upon them before in this form, but the Food and Drug Act forbids false or misleading labeling or advertising.

(Here the gavel fell.)

At this point Mr. O'Malley, who up to then had said nothing, offered an amendment to aid the small producer by limiting the cost of signs not to exceed "collectively more than $100 per year per retail outlet."

MR. O'MALLEY: My amendment is exactly in line with the original code which contained a provision that no signs could be furnished by the producer to the retailer in excess of a cost of $100 per retail outlet. I think that is a fair limitation and was agreed to by all the brewers who participated in the drawing of the code. Even if signs were ruled out, the big brewers would still have the advantage of millions of dollars to spend in newspaper and radio advertising while the small producer cannot afford this expenditure and must rely entirely upon the use of this small and necessary advertising to sell his product.

Now, if signs are going to be included in this section at all, we certainly ought to place a limitation upon their cost, since, after all, they are commercial inducements recognized in every field of business, so that the little fellow can get his signs in the retail outlets for his products and not be compelled to spend thousands of dollars attempting to compete with the financially powerful producers in order to obtain an outlet for his product.

Continuing, Mr. O'Malley pointed out that the Administrator under the act as written might forbid the use of all advertising signs which, Mr. O'Malley pointed out, "he might conceivably do since, as I have said, the larger concerns in the field can still gain advertising for their product through millions spent in radio and other forms of advertising which the small man has not the funds to purchase."

"Therefore," he added, "the Administrator could throw out of work some 25,000 men in the sheet metal, sign painting, and other organized industries."

Outside it was still a very hot day. Inside the House business droned on. Perhaps this was merely routine debate. The fact remains that Messrs. Buck, Truax, Vinson and O'Malley were giving evidence of that keen Congressional interest in advertising which is becoming more and more a part of legislative sessions.

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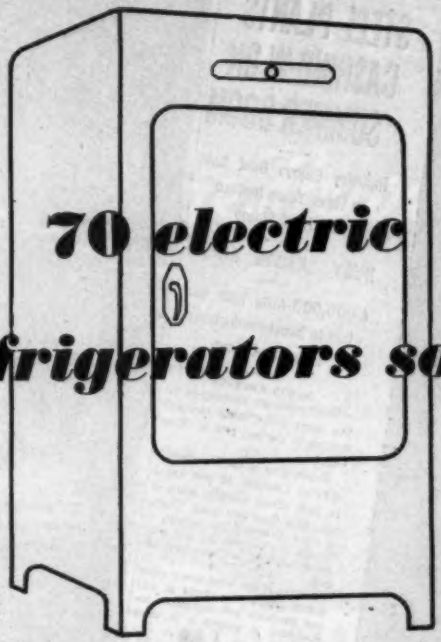
### Macfadden Appoints Eastman

Donald Eastman has been appointed a member of the staff of the division of marketing and research of Macfadden Publications, Inc. He has been for a number of years with Roy O. Eastman, market research consultant.

### Tulsa Bureau Appoints Tate

The Better Business Bureau, Tulsa, Okla., is organizing a campaign against fraudulent advertising. It has appointed Thomas B. Tate, advertising manager of Vandever's department store, a member of its board of directors.

OVER $10,000 IN SALES, COST LESS THAN 2%




RESULTS PRODUCED EXCLUSIVELY BY THE TIMES

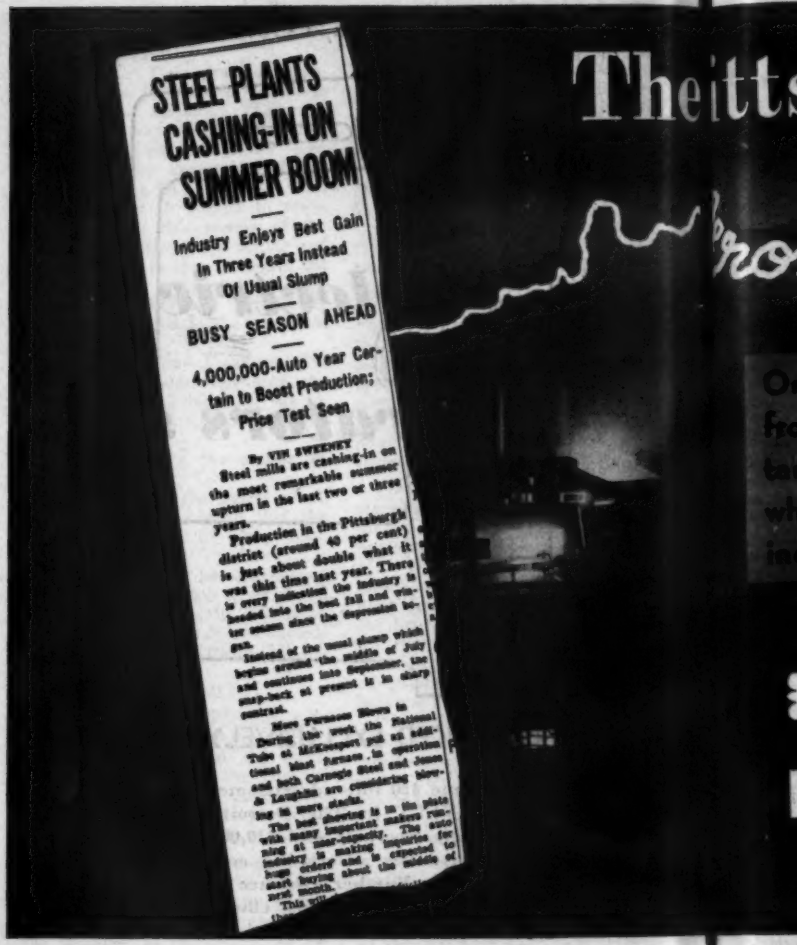
**Through one 420 line advertisement, placed EXCLUSIVELY in The Detroit Times, a Detroit dealer recently sold $10,000 worth of refrigerators. His advertising cost was less than 2% . . . . Further evidence of the fact that The Times is the most efficient as well as the most economical advertising medium in Detroit.**

DETROIT TIMES

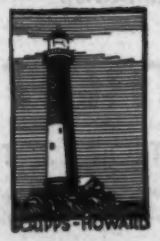
EVENING

"IN DETROIT . . . THE TREND IS TO THE TIMES"

REPRESENTED NATIONALLY BY HEARST INTERNATIONAL ADVERTISING SERVICE—RODNEY E. BOONE, GENERAL MANAGER




MEMBER OF THE UNITED PRESS . . . AUDIT BUREAU OF CIRCULATIONS, THIS WEEK, METROPOLITAN SUNDAY NEWSPAPERS *and of* MEDIA RECORDS, INC.



# The Pittsburgh Press

## Front Page News

One more "better business" reason from America's fifth most important market for alert advertisers who want to take advantage of increased buying power.




In 1934 Advertising Volume

*Authority, Media Records*

# Pittsburgh Press

**A SCRIPPS-HOWARD NEWSPAPER**

NATIONAL ADVERTISING DEPT. OF SCRIPPS-HOWARD NEWSPAPERS . . . 230 PARK AVENUE, NEW YORK CITY

CHICAGO . SAN FRANCISCO . LOS ANGELES . DALLAS
DETROIT . PHILADELPHIA . ATLANTA

# Individuality First

THE chief objective in planning the current campaign of the Richfield Oil Corporation of New York, as announced by B. N. Pollak, advertising manager, was the development of a style that would be radically different from the advertising of competing refiners.

The campaign, which started in July, will continue throughout September and will appear over wholesale distributors' signatures in approximately 150 newspapers in Richfield's marketing territory comprising New England and the North Atlantic States as far South as Maryland and the District of Columbia.

Physical individuality has been accomplished by the employment of an unusual layout. Each advertisement is two columns wide and full page deep. This "difficult" shape, however, has been cleverly utilized to gain powerful name registration through the expedient of vertical panels setting off in reverse plate the words "Richfield Hi-Octane."

The rest of the advertisement is written with the consumer in mind. Short news items and cartoon-style illustrations of a non-commercial nature are scattered throughout the space not occupied by panels. Many of the items give safety hints to motorists, some impart vacation tips and economy suggestions, while others, play up the various services which a Richfield dealer is in a position to render.

By virtue of their distinctive layout, the advertisements are well adapted to localization. The caption, "Octane Rating Explained to Motorists," which appears in one box of copy, for instance, can be changed to read "Octane Rating Explained to Middletown Motorists" in advertisements appearing in that town. Then, too, in place of a photograph of an ordinary Richfield gasoline truck or service station, the local distributor may easily insert one of his own.

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### Appoints Rooney

Brown, Wright & Company, Inc., New York, wines and spirits has appointed the Alfred Rooney Company, Inc., New York, to handle its advertising. A newspaper campaign on "Sage of Kentucky" has been released in Michigan. This advertising will be scheduled in other sections as distribution widens.

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### Death of J. W. Gies

Joseph W. Gies, commercial artist-teacher, died recently at Detroit, aged seventy-five. He was the first official instructor in the art school sponsored by the Detroit Institute of Arts.

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### Acquires Denham Service

Schipper Associates, Detroit, has acquired the Denham Technical Advisory Service, headed by Athel Denham, formerly representative of *Automotive Industries.*

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### Mosley to Seagram-Distiller's

George E. Mosley, for the last six years a member of General Foods' advertising department, has resigned to become assistant advertising manager of Seagram-Distiller's Corporation.

### Los Angeles Agency Adds New Accounts

The Hillman-Shane Advertising Agency, Los Angeles, has obtained the advertising accounts of the B-Bar-H Dude Ranch, Palm Springs, which will use class magazines, and the Master Service Corporation, automotive repairs, which will conduct a regional campaign.

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### Has Gardiner Account

The Gardiner Manufacturing Company, Buffalo, N. Y., manufacturer of 101 washing solution, has appointed Warman and Hall, Inc., Buffalo agency, as advertising and merchandising counsel.

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### "Hospital Management" Appoints

Institutional Publications, Inc., Chicago, has appointed Don Harway, San Francisco as Pacific Coast representative, and Jack Bain as Eastern manager in New York of *Hospital Management.*

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### Joins Katz Agency

William I. Englehardt has joined the New York office of the Joseph Katz Company, advertising agency. He formerly was with the Tower Publications.

# Catalog Growth

## Better Winter Business Conditions Forecast by Current Ward Book, Largest Since 1921

THE thickness of the squirrels' coats is an index upon which your old-time weather prophet leans heavily in predicting the severity or mildness of an impending winter. In similar manner, the abundance of pages, or lack of it, growing in mail-order catalogs is a pretty dependable prognostic of a winter's business weather.

Late last week a Chicago representative of PRINTERS' INK trapped a catalog, *genus* Montgomery Ward, off the North branch of the Chicago River. Running his hands carefully through it, he found the growth thick, bushy and luxuriant. On a squirrel that would presage a bitter cold winter, but catalogs work exactly the opposite. When catalogs thicken, business can safely take off its wraps.

Specifically, the new Ward fall and winter catalog contains 752 pages, ninety-six pages—or almost 15 per cent—more than the sales book for the same period of last years. It is 196 pages ahead of the 1933-34 volume.

It is, in fact, the largest catalog issued by this company since 1921.

The increase in total pages this year is in a large measure the result of increases in assortments of merchandise. The range of selection, according to Ward officials, marks a new high for the company. It is also partly attributable to further increase in the amount of space accorded individual items.

Not alone from the standpoint of sheer bulk does the new book indicate that the Ward management believes the outlook for rural business merits a stepping up of investment in business-getting effort. Carried still further in this edition is the pronounced trend toward more elaborate and more attractive treatment of the merchandise presentations.

Very little less than half of the catalog—362 pages—is in either color or rotogravure. Only two years ago the total of color and roto pages was 182. Last year's fall and winter issue contained 220 pages in rotogravure, which was acclaimed as the largest single purchase of rotogravure printing ever made. The 1935-36 book (circulation about the same) contains 278 roto pages.

Typography, illustrations and layout show further development along the lines of simplicity and grace first laid down in the 1934-35 book.

### New Tempo Further Evidences Itself

One interesting point is the fact that the headlines are all in the same simple sans-serif face, except that an occasional word or two is rendered in script for purposes of emphasis. It was scarcely yesterday that a page in a mail-order sales book was just about as much a catalog of type faces and hand-lettering as it was of merchandise. The old change of pace in body copy has disappeared, too, in favor of uniformity.

Photographic illustration shows a marked increase. Practically every picture in the women's apparel section is a photograph and this form is greatly in evidence in every department. And just about everything is halftones. Only in an obscure corner of the harness section could this reviewer locate anything that looked like the old-time "woodcuts," which as recently as two years ago were very much in evidence.

Page layouts, too, show further progress in the direction of clean, orderly, spacious arrangements. That traditional crowded "mail-order look" was summarily and finally banished last summer and a reading of the financial items

would not seem to encourage the inference that the heavens have fallen in. In fact, quite the opposite.

At this writing it was not possible to get a line on the paginal luxuriance of the catalogs *genus* Sears, Roebuck and Chicago Mail Order. Neither has been issued as yet. Sears is deferring publication date this year until the end of August.

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# X-Ray System

A NEW technique in demonstrating mechanical features and construction principles, impressively christened the "X-Ray System," accompanies the introduction of the 1936 LaFayette, first of next year's motor car models to make its appearance on the scene. Nash's youthful entry in the low-priced field was formally announced July 30 in one of the largest advertising campaigns ever sponsored by the organization.

The novel selling tool is designed to overcome the dealer's problem of acquainting the average layman, inexperienced in mechanical matters, with the construction intricacies of motor car chassis and bodies. It consists of a series of special photographs, supplied to all dealers, employing a silhouette treatment to portray graphically the automobile's innermost mechanical parts.

Typical of the presentation is its delineation of the steel body used on the new line. Silhouetted into a photograph of the body is an "X-Ray" portrayal of the actual steel structural framework, enabling the salesman to show the prospect how margins of safety, roominess and long life are built into the car. Other features "X-Rayed" are the motor, brakes, bearings, lubrication system, spring suspension, electrical system and seats, along with many minor features.

"We believe we have made great strides toward simplifying and removing the mystery that surrounded most details of car construction," says C. H. Bliss, vice-president and director of sales. "In half an hour with our X-Ray System we can show and explain the use of every feature and principle of construction used in the 1936 LaFayette."

More than 1,000 newspapers in the United States and Canada are being used to carry the story of the 1936 model. Magazine schedules for August include four-page and double-spread displays.

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### Will Join Katz Special Agency

Ned Costello, for the last eight years New York manager for Associated Farm Papers, will join the sales force of the E. Katz Special Agency, New York, effective September 1.

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### Has Schemm Brewing Account

J. J. Rosenthal Advertising Agency, Inc., Detroit, has been appointed advertising agent for the Schemm Brewing Company, Saginaw, Mich.

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### Rosebrook Appointed

John E. Rosebrook, who has been with Young & Rubicam, Inc., New York, since 1927, has been appointed associate copy director of that agency.

### Direct Advertising of Hotel Group

Peter Hilton, formerly publicity manager of the Hotel New Yorker, New York, has been appointed general advertising manager of the National Hotel Management Company, Inc., succeeding Charles K. Swafford, resigned.

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### With Utah Agency

Mark Hampton, for the last eight years owner of an advertising agency in Los Angeles, Calif., has joined the staff of Stevens & Wallis, Inc., Salt Lake City.

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### Joins College Publications

The *Butler Collegian Daily*, Butler University, Indianapolis, has joined the Major College Publications, Berkeley, Calif., as its twenty-sixth member.

# A Letter to the Sales Staff from the Manager

**Mr. Noland writes a weekly letter to the men of his company out in the field. This excerpt from the July 18 letter is a level-headed selling talk, despite its whimsical manner of treatment. It cannot be easily disputed that a salesman out on a territory reacts more favorably at the close of a hot day to a letter from his manager if he can say to himself: "If that hard-headed guy can see a smile in his job, why, I can, too."**


## By George W. Noland

Sales Manager, General Shoe Corporation


*VENI, Vidi, Vici.*

Several centuries ago the home office called in one of the Roman Generals and assigned him some territory up North. Probably showed him a map and a list of towns that they wanted "made." If you recall your history it wasn't so easy to make a town in those days. Usually the town had a heavy fortified wall around it to prevent the traveling men from Rome from entering.

If you wonder why I am rambling in this manner in a sales letter it is due to the fact that strangely the weekly report turned in by the Roman General centuries ago seems to cover the three successive stages of selling a bill of shoes. His weekly report read as follows:

I came;
I saw;
I conquered.

The other night I was talking with a salesman and we were discussing the fact that a sale after all consists of three separate objectives. A salesman's effort, we agreed, should be devoted to the progressive accomplishment of these objectives. Those progressive objectives are:

1. Make your next town.
2. See your buyer.
3. Sell him.

And that's just what the old Roman General reported back to the home office centuries ago.

*I came*—That's brief but it covers the fact that traveling is part of successfully building a territory. Some experts have even said it was 80 per cent. Certainly no man sells shoes until he first gets out and rolls the highway. A tank full of gas and reaching the next town is the No. 1 rule of a successful territory. Certainly no results will be accomplished until the town is made—and several more the same day.

*I saw*—Having arrived in the next town the next objective is certainly to see the buyer and show him the line. It could undoubtedly be stated without argument that full effort of the salesmen should be devoted at this stage of the sale merely to a determined effort to show the shoes. Concentrate all effort on persuading the buyer to look. Put all effort on opening the cases. Don't talk about him buying but talk about looking. What is the buyer's reason for resistance? He doesn't want to buy. He doesn't mind looking possibly but he knows that he doesn't want to buy.

It therefore seems good strategy to not worry so much about predicating the interview on whether he will buy or not as whether or not he will look. If you have never tried this approach give it some

thought. Put all your effort in trying to show the line.

*I conquered*—The stage is set to make the sale. The line is open.

The modern shoe salesman of the twentieth century might well use the same words on his weekly report as the Roman General writing back to the home office over two thousand years ago.

1. I came—to the next town in my territory.

2. I saw—a prospect.

3. I conquered—made the sale.

*MG men*—The Morning Glory is a beautiful flower early in the morning—but it can't take it. And it folds up when the hot rays of the mid-day sun beat down.

There are MG men like that also. They start out fair enough but when the heat is turned on—when the going is rough—when obstacles pile in their way, they simply can't take it—they fold up.

MG salesmen decide that their prices are wrong—the house is wrong in its policies. That's the competitive heat that has been turned on them. There are MG ball players—MG executives—MG salesmen who fold up when the competition gets too hot.

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### Petty Joins Davison-Paxon

James W. Petty, Jr., formerly advertising and sales promotion manager for the Harvey Furniture Company, Atlanta, has resigned to become advertising manager of the Davison-Paxon Company, Atlanta. He will be succeeded in the Harvey organization by Marvin P. Cannon.

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### Death of L. H. Clark

Leon H. Clark, founder and vice-president of the Sikes Company, office chair manufacturer, Philadelphia and Boston, died recently at Philadelphia.

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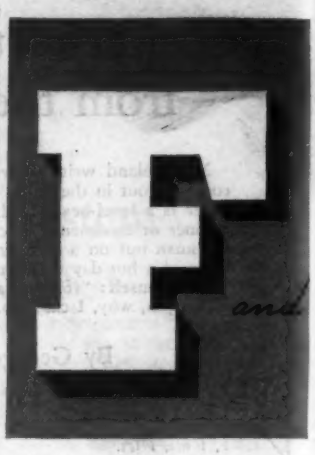
### With "North Shore Almanack"

H. M. Lupton, Jr., has joined the staff of the *North Shore Almanack*, weekly edition of the Township Press, Inc., New York.

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### Has Furniture Account

Luckey Bowman, Inc., New York, has been appointed to handle the advertising of the Shaw Furniture Company, Boston.




FULLER

*New Clients*

Westinghouse Electric Supply Company
(*Radio Receiving Sets*)

The WGAR Broadcasting Company
Cleveland, Ohio

NEW YORK
444 Madison Avenue

CLEVELAND
1501 Euclid Avenue

*Advertising*




# & SMITH & ROSS

## CLIENTS

Aluminum Company of America

The Aluminum Cooking Utensil Co.

Aluminum Seal Co.

American Can Company

Art Metal Construction Co.

Associated Tire Lines — *The B. F. Goodrich Rubber Co.*

The Austin Company

The Bassick Company

The Bryant Electric Co.

Chase Brass & Copper Co.

Central United National Bank *of Cleveland*

Cleveland Fruit Juice Co.

Commonwealth Shoe & Leather Co.

Country Life—American Home Corp. *—The American Home*

P. & F. Corbin

Detroit Steel Products Co.

Emery Industries, Inc.

The Fox Furnace Co.

Hotels Statler Co., Inc.

Kensington Incorporated of New Kensington

G. Krueger Brewing Co.

The Leisy Brewing Co.

National Canners' Association

Nation's Business

New York University

Printers' Ink

The Standard Register Co.

The Strong-Carlisle & Hammond Co.

The Templin-Bradley Co.

University School

Virginia Hot Springs Co. *—The Homestead Hotel*

Westinghouse Electric & Manufacturing Co.

Westinghouse Electric Supply Co.

Westinghouse Lamp Co.

West Penn Power Co.

The WGAR Broadcasting Company

The Wood Shovel and Tool Co.

The Wooster Brush Co.

# Ferry Plus Golf

THE Yonkers (N. Y.) Ferry has been able to boost traffic on its Yonkers to Alpine run by selling its boat rides in terms of the needs of its customers.

The company visualizes its sales story by offering transportation to a destination, rather than just a plain boat ride. The current twenty-four-sheet posters ask the traveler where he is going—and re-express destinations in terms of towns along the route. Simply to say "to NEW JERSEY" is not enough. Destinations are always specific. Yet it is impossible to list all towns on a poster. As a substitute, a series of "route" cities are listed—cities that almost any traveler visualizes as an intermediate stop.

To help boost local sales, the ferry is selling itself in connection with a golf course, at the Blue Hill C. C., Orangeburg, N. Y. Thousands of New Yorkers play golf in the suburbs. Yet, they hesitate to cross the Hudson River—first because of the cost and second because of the psychological barrier of crossing the river. To meet this situation, a combination deal was worked out between the ferry and golf course whereby ferry transportation would be free to folks playing golf. The golfer pays his green fee as he gets on the boat. This service is promoted by direct-mail advertising and newspapers.

Most travelers are poor road pickers. Knowing this, the ferry asks all transients where they are going; and helps route the driver. The company feels that if the trip is a success, the driver will be more likely to use the ferry again—possibly tell friends; conversely, if a man has a bad trip he is more likely to experiment with an entirely new route, thus avoiding the ferry entirely.

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### Changes in McGraw-Hill Electrical Division

The McGraw-Hill Publishing Company, Inc., New York, has appointed Keith Henney editor of *Electronics*. He has been on the staff of *Electronics* since it was started as associate editor and later as managing editor. Donald Fink, a member of the editorial staff of *Electronics*, has been promoted to associate editor.

J. H. Rudd, who has been manager of *Electrical World*, has been appointed manager of group accounts for the Atlantic district.

W. K. Beard, Jr., who for the last seven years has represented *Electrical Merchandising*, *Radio Retailing*, and, since 1930, *Electronics*, becomes manager of *Electrical World*.

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### New Seattle Display Service

The Washington Display Service, Inc., has been incorporated at Seattle for a display and commercial art service. Incorporators are Catherine and Dorothy Johnson and James A. Johnstone.

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### P. T. Anderson, Jr., Promoted

Peyton T. Anderson, Jr., is now business manager of the Macon *Telegraph* and *Evening News*. He has been with the *Telegraph* since 1927.

### Gasoline Dealers to Use National Hookup

A radio network campaign, sponsored by gasoline dealers, was decided by the National Association of Petroleum Retailers.

The plan has been approved by the national board of directors of the association but awaits definite confirmation by the national convention, to be held in Detroit, October 9 to 11.

The emphasis of the campaign will be upon the independent station, as opposed to major-company-owned stations. Basic standards of cleanliness and station equipment will be set for participating stations. A budget of $250,000 is contemplated.

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### Virginia Press Elects

Raymond Bottom, publisher of the Newport *News*, will head the Virginia Press Association for the coming year, succeeding Louis Spilman, publisher of the Waynesboro *News*. Powell Glass, of the Lynchburg *News* and president Atkins of the Norton *Coalfield Progress*, were elected vice-presidents.

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### Appoints Churchill-Hall

Henry B. Root, Inc., New York, management, sale and appraisal of real estate, has placed its advertising account with Churchill-Hall, Inc., New York agency.

# I See Where . . .

ADVERTISERS had better make up their minds about advertising allowances before passage of Patman Bill H.R. 8442. This bill would affect every industry and stands better chance for passage than most people realize. . . . Not content with Copeland, Mead, McCarran and Sirovich food and drug bills, Representative (Mrs.) Jenckes introduces H.R. 8941 on same subject. . . . Department of Commerce publishes "Code-Sponsoring Trade Associations" (10 cents) and "Check Sheet—Introduction of New Industrial Products" (5 cents). . . .

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S. J. Res. 9, which passed Senate five months ago, favorably reported by House Commerce Committee authorizing appropriation for Federal Trade Commission investigation of all agricultural trade. . . . Calvin Hoover, Consumers Counsel of AAA, returns to Duke University, being succeeded by Donald E. Montgomery, specialist in corporation structure and finance and former AAA advisor on corporate structures of agricultural industry. . . . Senator O'Mahoney said to be preparing bill for Federal incorporation of industry with help of labor leaders. . . .

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Special session of Tennessee legislature gets chain-store tax bills. . . . Dominion Bureau of Statistics issues release on census of drug store chains in Canada, 1934. . . . Federal Trade Commission issues complaint against Sterling Products, Inc., charging violation of Section 7 of Clayton Act through acquisition of capital stock of competing company, R. L. Watkins Co. . . .

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Council of Apparel Trade Executives, New York, votes against "giving chain-store organizations any discount or other advantages not extended to individual retail stores." . . . FERA reports drop of 6.6 per cent in number of families on general relief rolls between May and June. . . . J. D. Martin, president, Southern Baseball Association, recently appointed to Federal judgeship in Memphis by President Roosevelt, holds processing taxes legal in suit brought by Memphis packer. . . .

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Pressure for contracts under State re-sale price maintenance laws growing in grocery, tobacco and hardware fields as well as drug. . . . Consumer Goods Industry Committee endorses trade associations as most effective means of promoting voluntary agreements on wage and hour standards. . . . NRA Division of Review, headed by Leon C. Marshall, gets committee of business men to assist in obtaining statistics and other data on what took place in codified industries during life of NRA. . . . Alcohol control measure passes House continuing most of fair trade practices drawn up under FACA including advertising regulations. . . .

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HOLC now holds mortgages on more than 885,000 urban homes, being more than all owner-occupied houses in New York, Chicago and Philadelphia combined, says John H. Fahey, chairman. . . . Trade practice rules for wholesale tobacco distributors industry forbid, among other things, use of national brands as loss leaders. . . . Five major "must" bills now in conference including AAA, TVA, Social Security, Utility, and

Banking, with prospects for protracted struggle and "Cotton Ed" Smith, chairman of Senate Agricultural Committee, gone fishing for three weeks. . . . In 1934 passenger cars consumed one gallon of oil to every 2,978 gallons of gasoline according to American Petroleum Institute. . . .

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Department of Agriculture issues "Yearbook of Agriculture for 1935" containing annual report of Secretary for 1934 and usual collection of agricultural statistics. . . . Cash income to farmers including benefit payments $487 million in June compared with $519 million in May and $451 million in June, 1934, says Bureau of Agricultural Economics. . . . AAA begins mailing its 1935 corn-hog checks on July 27. . . . Increased loans to member institutions by Federal Home Loan Banks for week ended July 13 caused by more active operations by member building and Federal savings and loans associations says *Wall Street Journal*. . . .

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British retail sales up 5.8 per cent in June over same month last year. . . . Census Bureau reveals half million more farms this year than in 1930, showing where wise depression-hit advertising men go. . . . Cram's Report, Inc., quoted in *Wall Street Journal*, says production of passenger cars and trucks in United States and Canada for week ended July 27, 82,594 units compared with 83,255 previous week and 59,412 in corresponding week 1934. . . .

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Department of Commerce reports improvement in retail trade during week ended July 24 while Alexander Hamilton Institute estimates value of retail dollar sales in first five months of 1935 as $11,685 million against $11,526 million in corresponding period of 1934, an increase of 1.4 per cent. . . . Professor Irving Fisher's index number of commodity prices 82.6 for week ended July 27 against 81.7 previous week; Crump's index number of British commodity prices for same week based on same average 64.6, according to New York *Times*. . . . Dun & Bradstreet Inc., report general business gains for week ended July 27. . . .

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Factory employment decreased 1.7 per cent and payrolls decreased 2.9 per cent from May to June, due partly to seasonal factors, according to Bureau of Labor Statistics. . . . Wholesale commodity prices continued slightly upward during second week of July while value of building construction in June increased more than 10 per cent over May, according to U. S. Department of Labor.

G. M. S.

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### Stinchfield Appointed

R. H. Stinchfield, formerly editor of publicity for N. V. Potash Export My, Inc., New York, has been appointed to take charge of all publicity of the recently organized American Potash Institute, Inc., Washington, D. C.

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### Metropolitan Sales Head

Peter J. McKenna, formerly with McKenna & Muller, New York, has been appointed vice-president in charge of sales by the Metropolitan Advertising Company, New York.

### Has University Account

The University of Miami, Coral Gables, Fla., has appointed the Frank Kiernan Company, New York, to handle its advertising account. Newspapers will be used. George Butterly is the account executive.

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### Southern Pine Appointment

V. A. Stibolt, formerly sales manager of the Natalby Lumber Company, has been made manager of trade promotion and advertising for the Southern Pine Association, New Orleans.

# New Design 88 Years Old

## International Silver Goes Back to 1847 for Idea of Featured Pattern for This Year

IN few industries is the problem of patterns quite so complicated as in the business of manufacturing silverware. Yet with the growing demand for good design, many companies are discovering the job of getting new patterns is anything but easy.

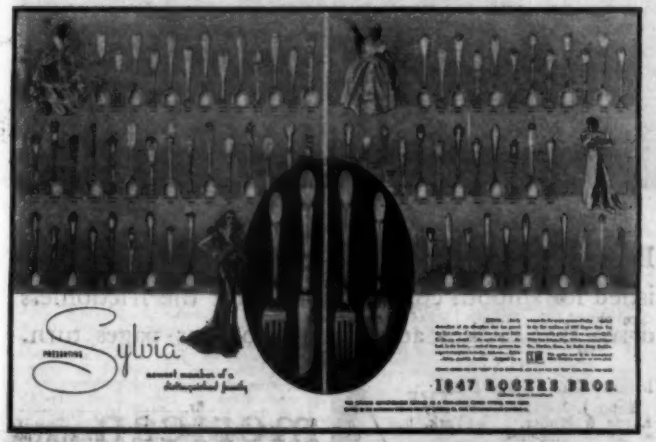
The 1847 Rogers Bros. division of International Silver Company is solving the pattern problem in an unusual manner. It has gone back to 1847 to revive a pattern that the Rogers Brothers produced in that year. There is, perhaps, in this dip into the past a suggestion for other companies with design difficulties.

The steps that led up to the decision to reproduce an 1847 pattern for a 1936 market are interesting. The makers of 1847 Rogers Bros. Silverplate always have been proud of the fact that Rogers Brothers practically founded the electro-silverplate industry. Eighty-eight years in business means a long period of consumer acceptance and a long time in which to acquire experience.

It's a long time, too, in which to produce silverware patterns—designs whose originators endeavored in each instance to make "up to date." Some of these patterns, while leaders in their day, would not meet with favor now.

It occurred to the International Silver Company about a year ago that the long procession of its patterns was something in which silverware merchants would be interested, so in the March, 1934, issue of its house magazine, "International Silver Service," the company presented a double-spread reproduction of its 1847 Rogers Bros. designs from the year 1847 down to the current year.

This double spread aroused a great amount of interest among International's own salesmen and among dealers all over the country, so much interest that the company




**This spread created such interest among consumers that the company decided to revive one of its first patterns**



Every story—every article—rounded, tempered, polished for smooth coordination... for the frictionless drive that makes advertising work as pages turn.

THE American MAGAZINE

The Crowell Publishing Company
COLLIER'S, WOMAN'S HOME COMPANION, THE AMERICAN MAGAZINE, THE COUNTRY HOME
Combined Circulation Over 8,300,00



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Schwengel
company's
be adverti

decided to adopt the suggestion that it incorporate the idea in its consumer advertising.

A new pattern, Sylvia, was being prepared at the time for launching and it was decided to show this against a background of its ancestors, the many patterns that had appeared during the four-score and more years of Rogers Bros. history.

The Sylvia pattern, therefore, was presented with this background of earlier patterns. A double spread in a national weekly conveyed the message. And then letters began to arrive. Women scanned the advertisement and picked out old patterns that they recognized as "my mother's" or "my grandmother's" or perhaps "some of my own."

The interest aroused by the advertisement set International heads to thinking. The background of old patterns had proved a highly effective foil for emphasizing the new and up-to-date Sylvia design. It afforded a splendid contrast. Contrast? Yes, the designs were different—and yet some of those old designs were not only leaders in their time but, if they were to be introducd today might be successful.

The outcome was the lifting of the "Thread" (called "Threaded" in 1847) from its eighty-eight years of retirement and its reintroduction to the buying public—not as a "new" pattern but as a reproduction. Its simple lines the International Silver Company believes are as effective now as they were when the original Rogers Bros. first brought the design to the attention of their public.

Thus an eighty-eight-year-old design has become part of a present-day merchandising campaign.

✦ ✦ ✦

**Has Seagram Subsidiary**

Cecil, Warwick & Cecil, Inc., New York, has been appointed to handle the advertising of Julius Kessler Distilling Company, Inc., New York, wholly-owned subsidiary of Joseph E. Seagram, Inc. The new company will market two blends of whiskey much lower in price than Seagram's 5 and 7 Crown. Frank R. Schwengel, vice-president, will direct the company's sales. David M. Davies will be advertising manager.

"...*frictionless drive that makes advertising work as pages turn*"

*that's why*

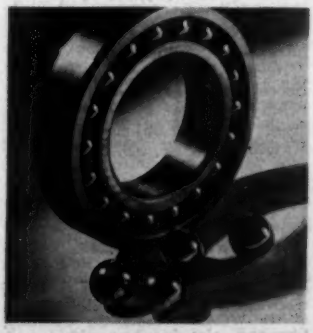
THE American MAGAZINE

• • • gained an average of 55,808 single copy sales per month (14.7%)—First Quarter 1935 over First Quarter 1934.

• • • gained an average of 127,682 total net paid per month—for the same period.

• • • averaged 2,017,308 total net paid for the First Quarter 1935—a 217,308 bonus for advertisers over the rate basis.

These are the largest gains, both net paid and single copy, of any general magazine, monthly or weekly



# House Magazine Titles

THE RIDGEWAY COMPANY
ST. LOUIS, MO.

*Editor of* PRINTERS' INK:

Do you know whether or not the name "The Cupboard" is used as the name of any house magazine now being published?

NORMAN LEWIS,
*President.*

* * *

THE ELECTROGRAPH COMPANY
DETROIT, MICHIGAN

*Editor of* PRINTERS' INK:

We are contemplating the use of the name "Sundial" for a magazine to be used as a house magazine and a direct-mail piece for one of our clients.

Will you please check your files to see if this name has been used for any similar organ or in any other capacity by an advertiser?

C. E. HASSEL,
*Space Buyer.*

THE titles, "The Cupboard," and "Sundial," are not recorded in the PRINTERS' INK house-magazine title file. While our list is not entirely complete, we have record of some 500 magazines that go out regularly to salesmen, the trade and consumers.

If any reader should know of some specific house magazines bearing these titles we would appreciate having the information.

Incidentally, we have available for distribution a list of 400 general house magazines. This gives the title of each publication, the name and address of the company issuing it. Copies will be gladly sent on request.

✦ ✦ ✦

# Packard's "120"

IT wasn't until February 16, this year, that the first of the "120" series of small Packard cars came through. Quoting President Alvan Macauley: "On January 1, the factory that was set aside for the production of the '120' was still vacant space and most of the machine tools and facilities had still to be received from the manufacturers who produce them."

In the few remaining days of February, 67 cars were turned out. From then on, production ran thus: March, 2,251; April, 4,558; May, 5,069; June, 6,071. The unit sales of the company have now jumped ahead of several competitors who were well in the lead before the small model came along.

Profits, too, are affected handsomely. The second quarter showed net profits of $1,500,622, compared to a net loss of $1,711,123 in the corresponding quarter a year ago.

The heritage of the "120" has benefited it to an extent that can only be estimated. Character and repute would not have been potent enough to effect this remarkable showing without adequate advertising.

✦ ✦ ✦

### Appoints F. & S. & R.

The Westinghouse Electric Supply Company has appointed Fuller & Smith & Ross, New York and Cleveland agency, to handle the advertising of its radio receiving sets. The advertising account of the WGAR Broadcasting Company, Cleveland, also has been placed with Fuller & Smith & Ross.

### C. H. Morath Dead

Charles H. Morath, for many years field secretary of the old Associated Advertising Clubs of the World, died at Kalamazoo, Mich., July 28. He was advertising manager of the Home Furniture Company, of that city. Death, which followed a long illness, came at the age of sixty-nine.

# Bessemer and Babies

## Eight Ways in Which Advertisers, without Recourse to Violence, May Step-Up Business-Paper Copy

By E. E. Irwin

BABIES, just babies.

They crowd three-quarters of a page of business-paper advertising.

Charming little codgers, especially that one in the middle, with his hair full of ringlets and his eyes full of the devil.

And I take them, all of them, straight to my heart. About babies, I'm just an old push-over.

But now, in a calmer moment, I examine their environment. These tadpoles have been conscripted, of course, to illustrate a printed appeal for a manufactured product.

And is this product a baby food, or a brand of cod-liver oil, or perhaps a line of safety pins?

It's none of these. Rather, that which they glorify is steel—steel slag-brewed in Pittsburgh—steel that is destined to be forged into the structures of such things as thundering mixers of concrete and grim-jawed crushers of rock.

Now, maybe I'm wrong. I have been. In fact, in the last eleven years, I've been wrong twice. Further, in the current instance, I probably am inviting an argument. I shall be reminded that the picture stopped *me;* and I shall be told that, if it stopped me, it must have stopped others. No doubt, it did. I'm sure that it stopped the copy writer.

It stopped him, I surmise, for quite a while—stopped him until, after more than a modicum of spade-work cogitation, he was able to fashion this bridge-over:

> Will these children react alike under identical circumstances? Your guess is as good as any. Human behavior is not predictable with any degree of certainty.
>
> Fortunately, there is no need to guess about the behavior of ——— Steels for forging, heat-treating, forming, and machining. . . ."

I may be wrong. Possibly this advertisement turned out to be amazingly effective. Aware that competing advertisements would lean toward the conventional—and lean pretty darned hard—it strove for the unusual. But to me, it seems to have pulled a tendon; and upon my consciousness, the net effect of this blending of babies and Bessemer is the impression that someone, doing his best at transition, really achieved a hop-skip-and-scramble.

And yet, even steel can be dramatized, and successfully. In this meeting of minds, dedicated to a study of methods by which business-paper copy can be lifted somewhere above the level of the moulding sand, we shall look at sundry current examples, not only of advertising for steel, but also of advertising for a number of other things. To wit:

**1. Dramatization by display.**

First, an attention-getting, story-telling illustration in a page signed by the New Jersey Zinc Company:

The scene is a kitchen. The copy theme is this: "Sales Advantages. Many lines of hardware—builders', cabinet, plumbing and stove hardware—are being die-cast of Zinc Alloys."

In neutral, halftone levels of gray, the artist has subdued the background. Set out in unscreened white are the handles and other hardware on the stove, on the refrigerator, on the sink, on the windows and on the doors; the casing of the vacuum cleaner; the chassis of the electric fan; the clock; the food-mixers and grinders; and even the hang-up hooks in the broom closet.

Not only in the interests of display, but also for other reasons that will manifest themselves, the

Malleable Iron Range Company reaches back into history. Out of the morgue it resurrects the Monarch line-cut trade-mark of 1899-1911; and seemingly out of a museum it hauls forth and dusts off a type-face that practically wears a bustle. In part, the result—one of a series of advertisements in similar vein—goes like this:

Headline (flourished, banner-wise): "In the Good Old Days, Lid-Banging Was a Favorite Sport."

Then the trade-mark—a stirring tableau in which the characters are a wing-collared gentleman, standing on an oven door and lid-banging, and a Gibson girl, looking on.

The copy:

It may be new to the young fellows, but Dad will remember how he used to sell malleable ranges back in the "good old days."

He jumped on the oven door. He grabbed two lids and smashed them together until the store sounded like a boiler shop.

And how it did sell malleable ranges! Because it was a spectacular demonstration of the fact that malleable iron DID NOT BREAK.

Unbreakable malleable iron is just as important today as it ever was. Long life, fuel economy, and good baking are just as much in demand as they ever were.

But porcelain enamel and modern design seem to have supplanted quality construction as the things salesmen talk about and customers think about when buying ranges.

Eye value is not to be overlooked. Far from it! Monarch has gone the absolute limit in the beautiful design of its porcelain body. But Monarch is the one range that has NOT forsaken that good, old-time, malleable iron construction that a range must have to give long service. . . .

Selling only its name and the gospel of quality merchandise, Timken presents striking photography—in the specimen before me, the portrait of a roller bearing, topping the brand name, both set forth upon a mirror-like surface, and the copy reading, simply: "The Reflection of Quality."

Mo-lyb-den-um, symbolizing power, flourishes a fasces, and thrown across the fasces in massive black: "Moly—on its merits."

Norton, selling abrasive discs, swings across a double spread a photomontage of products and uses.

Cannon Mills, Inc., selling towels, employs color—the products in their packages, and marching across a spread the brand-name, Cannon Towels, broken into an acrostic that spells out: "Cut-outs, cards, panels—Accessory material—Newspaper advertising—National advertising—Offers of cash prizes—Novel mailing pieces" and so on.

Bohnalite selling cylinder heads, illuminates its pages with "spots" of aluminum.

**2. Dramatizing the institution.**

Selling rugs and carpets, Alexander Smith heads a page, "500 Years of Service."

The copy, in part:

Alexander Smith Tru-Tone Rugs and Carpets are produced by the combined efforts of an experienced personnel, as indicated by the group of ten employees with 500 years of service among them; and the Products Engineering Department, with its engineers and chemists, ceaselessly developing and testing to maintain the highest quality standards.

The illustrations: Two photographs—one of the interior of the engineering department, the other of the group of veteran employees, seated around a table.

**3. Dramatizing manufacturing processes.**

Selling wire, the Hoskins Manufacturing Company goes back nearly a century for a copy angle.

The picture: A perturbed individual who has just spilled something smoky on a stove.

The copy, in part:

Charles Goodyear made a basic discovery in 1839. Experimenting with a mixture of sulphur and raw rubber in his kitchen "laboratory," he accidentally dropped some of it on the hot stove. The sulphur combined with the rubber and the secret of Vulcanizing was thus revealed.

A. L. Marsh made another discovery equally basic in 1906, which gave electric heat to home and industry.

That is, he found that an alloy of chromium and nickel (Chromel), when made into a heating element, lasted more than 300 times as long as any other known alloy. . . .

Selling glass, Pennvernon admonishes dealers: "Sell PENNVERNON—not just 'window glass,'" and presents an eye-catching picture of an oddly-armored workman, mixing materials in a wheelbarrow that stands on a scale. The copy:

Accurate to ounces in many tons! The pure, specially selected Pennvernon ingredients are carefully weighed by this Pennvernon Craftsman as his contribution to the creation of that superior quality for which Pennvernon Window Glass has become justly famous.

Selling motor-car bodies, Fisher stages a temperature test. The picture: Three coatless, white-clad, but intent individuals, bending over instruments; in the background, several motor cars. The copy:

We knew.

But we wanted you, too, to know—without taking our word for it—that the beautiful and rugged new solid steel "Turret Top" Bodies by Fisher are dependably cool in summer.

So we asked the American Automobile Association—with the friendly co-operation of that famous British speed sportsman, Kaye Don—to give the official, scientific, and conclusive answer.

Above you see Kaye Don (center) calling off sun-test readings to an A. A. A. official observer, while J. O. Almen, head of the dynamic section of the Research Division of General Motors Corporation, looks on.

Wires from the super-accurate potentiometer lead to "thermo-couples" in tight contact with the roofs of many cars—"Turret Tops" and the conventional type . . . under Key West's blazing tropical noonday sun.

Results?

Absolutely proof that "Turret Tops" provide maximum protection against excessive inside heating up when doors and windows are tightly closed—and cool down to normal outside temperature, thanks to the patented Fisher No Draft Ventilation, far more quickly than the conventional kind.

4. Dramatizing the headline.

Of this expedient the reader may find his own examples. Just now, I happen to be committed to this favorite:

MAN BITES DOG!

The copy goes on:

When a manufacturer tells retailers how good his product is, that's to be expected. But when retailers tell a manufacturer, THAT'S NEWS!

The page—the left-hand wing of a spread—displays a testimonial letter. A caption explains:

These excerpts are taken from one of the most striking testimonials we have ever seen. Wholly unsolicited, and written not to us, but to a third party, dated April 19, 1935, it is from the J. W. Knapp Company, of Lansing, Michigan, one of America's fine department stores, who have graciously consented to let us use it.

The letter, in part: "We promoted Essley Shirts for the first time on September 20, 1934 . . . we have sold more than 5,000 in a town of 70,000 people, and the $2 shirt was the leading price line. From our experience, the promotion of Essley Shirts has brought to this store these results: 1. 400 per cent increase in shirt business; 2. 200 per cent increase in total men's furnishings. . . ."

5. Dramatizing the package.

Again I cite General Motors, this time for its promotion of its parts business. The page: Black background; against it, pictures of three packages. The copy:

Moisture-proof packages give customers exactly what they pay for—clean, rust-free, precision-made GM parts.

Sales speed up when you display these modernly packaged GM Parts. The sturdy, moisture-proof canisters and packages provide exactly the kind of protection a customer desires. . . . But super-protection is only half the story. Three First Prize Medal Awards—won in the national packaging competition this year—indicate the super-sales appeal that has been designed into these attractive

# NBC's Own Inquiring Reporter

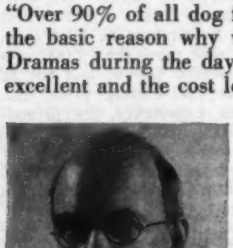
**The Question:** As one of many advertisers now using NBC daytime broadcast advertising, why do you feel that Daytime Radio Hours are an outstanding value?

**The Place:** *At the offices of important sales promotion and advertising executives.*

**The Answers:**

**ISAAC W. CLEMENTS,** *President, The Clements Company, 16th and Chestnut Sts., Philadelphia, Pa.*

"Over 90% of all dog food is purchased by housewives. This is the basic reason why we have been broadcasting Thrivo Dog Dramas during the daytime for over a year. Results have been excellent and the cost low. In daytime the housewife is alone at home. She not only seeks the companionship of radio but in her solitude is likely to devote closer attention to really informative commercials. Program competition is less keen, and our money buys a maximum number of the only listeners we seek—those who buy. Likewise, for Tastyeast, daytime broadcasting gives us many mothers for our money, and another client of ours has a daytime program now in its seventh year."



**EDWARD T. CASWALL,** *Advertising Manager, The Climalene Company, Canton, Ohio*

"Daytime radio hours offer The Climalene Company:

1. An exclusive woman audience — we sell only to women.
2. A network of stations only in markets we wish to reach — our distribution is concentrated in definite areas."



•

**T. L. BURCH,** *Advertising Manager, The Borden Sales Company, The Borden Bldg., 350 Madison Ave., New York*



"We feel that daytime radio hours are an outstanding value for us because they give us, at reasonable cost and with little waste, a selected audience of active, practical housewives. Eagle Brand Sweetened Condensed Milk is a specialized short-cut cooking ingredient of interest only to such an audience. Our morning recipe broadcasts have brought response from this audience effectively and economically."

•

**W. K. KELLOGG,** *President, Kellogg Company, Battle Creek, Michigan*

"The fact that we have continued the Kellogg Singing Lady program five afternoons a week for five years, speaks for itself. The daytime radio audience must be quite large, for we have received as many as 100,000 box tops in a single week from our Singing Lady program. Its effectiveness has been checked several times by house-to-house surveys. We are just now starting another daytime series in addition to the Singing Lady."

•

**ERMA PERHAM PROETZ,** *Vice-President, Gardner Advertising Co., 1627 Locust St., St. Louis, Mo.*

"The most *appropriate* time, in my opinion, to talk to women about the best food for their babies and about preparing three better meals a day for their families is during the day and, for that reason, it is the *best* time to broadcast information to them about any subject that touches their home-management problems. The reception which has been accorded the 'Pet Milky Way' from the very first week of this program has indicated that there is a responsive, sympathetic daytime audience of enormous size. The request for booklets and for information during the second year has been running practically double that of the first which conclusively proves, it seems to me, that this daytime audience is worthy of careful and systematic cultivation."



GM Parts packages. Put them to work for you now!

6. Dramatizing uses.

Again, the specimens are numerous. Thanks, perhaps, to a certain predilection, I submit an example that is concerned with ships.

"Morro Castle," proclaims Columbian, "Is Pulled from Beach." The illustrations: Two shots of the stranded vessel, with salvage lines made fast; and running behind and through the photos, a length of hawser. The copy:

After the tragic burning of this five-million-dollar liner last September, she was beached at Asbury Park, New Jersey. Since that time, constant effort had been made to float the ship so she could be taken to drydock. The task was given to Merritt, Chapman & Scott. For months, this alert company matched wits with the sea to move the ill-fated liner. It was a slow, strenuous process, requiring the best in men and equipment.

Finally it was accomplished with the help of several 15-inch circumference Columbian manila hawsers . . .

When a tough job is tackled, those who know rope usually select Columbian. It pays to sell this good rope with the red, white, and blue surface markers.

7. Dramatizing the user.

For, of course, it's always a fairly pious idea to keep him in mind. Among a number of specimens, I like—to the point of acclaiming—this one. It's signed by the Wood Shovel and Tool Company, of the godly town of Piqua, which is in the splendid State of Ohio.

The headline: "'I like the heft of it!' says the workman."

The picture: Of course, the workman, a smiling, two-fisted citizen, shovel-armed. And the copy:

We wanted to know what shovel-users think of Wood's new Closed-Back Shovel. First workman to be questioned was Frank Maloney, 11733 Geraldine Avenue, Cleveland, Ohio. To Frank, a shovel is business, daily work for daily bread. Frank tried Wood's new Closed-Back Shovel. He lifted it, felt its lightness, discovered its resiliency for himself. He grinned.

"I like the heft of it!" Frank said.

Frank liked the Closed-Back Shovel, balanced and built to make hard work easier. Buyers appreciate its increased efficiency on the job, value other features:

1. The Closed-Back combines stress-defying, one-piece design. . . .

2. The Turned Shoulder strengthens blade, saves shoes.

3. The Tapered Socket gives strength and solidity. . . .

4. Heat-Treating makes Wood's "Moly" Big Fist, Wood and Stuart grades hard, to resist wear.

5. Reduced Inventory: The Closed-Backed Shovel supersedes strap weld, solid-shanks and hollow-back shovels, makes it possible to cut your shovel inventory.

For the good of his soul—may I suggest?—let the gentle reader read that copy again. And for reasons purely personal—and before we go on to the next agendum—may I repeat that this virtually perfect advertisement came from the State of the Buckeye?

And finally—

8. Dramatizing the product.

Eventually, of course, we'd *have* to get around to that. Or should we have thought of it sooner?

Anyway, it seems that the product, prosaic as it may be, often offers possibilities. Consider hammers.

I take it that a hammer was pretty much just a hammer until Fayette R. Plumb, Inc., touched it with magic. Anyway, I read:

A famous artist sketched it. A noted designer modeled it. And master tool makers fashioned this tool of greater beauty, safety, and efficiency.

The beauty of flowing line, of perfect proportion, of quiet harmony, in this new Plumb Hammer marks a long step forward in hammer design.

It not only has greater beauty than any nail hammer ever made, but it is more efficient in performance and safer in use.

The claws, with the split as the high point, and a slight roll on the

back, catch the head of a closely driven nail. The beveled edges grip the smallest brad or beadless nail. . . .

The picture, of course, is in color—a still-life study of this aesthetic claw-hammer, set off against the hammer's aboriginal ancestor, which was the tomahawk, or Mohawk swatter.

And finally, back to steel. Without recourse to the nursery, the John A. Roebling's Sons Company, which also deals in such things as suspension bridges, has done something to a ribbon of springy metal that causes the result to resemble a pretzels' wrestling match.

Again, an impressive sales talk, packed into a single, dramatic picture.

Above the photo, a headline asks: "Is this Steel?" And the headline answers: "It is!"

In part, the copy:

Yes, this is cold-rolled high-carbon steel flat wire, tempered, polished, and blued—made by Roebling to very exacting specifications.

A glutton for punishment is this wire. In service, it's yanked around, coiled, tangled, bent. It must "take it" repeatedly, and come back for more, smiling. . . .

Smiling steel? *And* smiling babies! Well, maybe I *am* wrong. But, anyway, this has been a pleasant, and I hope a helpful, tête-à-tête.

✦ ✦ ✦

# Wine Tide Flows East

BETTER quality, more reasonable prices, more liberal regulation—credit these three forces with the rehabilitation of the wine business.

To the board of directors of the Wine Institute in the July meeting in San Jose, California, came reports that this year's consumption would top the consumption of 1919, which was 34,650,000 gallons.

Stimulated by promotion—and here is another opportunity for educational advertising—wine's popularity will move eastward from the Pacific. Although the Midwest and the East still consume less wine than does the single State of California, Midwesterners and Easterners—and Southerners—are doing progressively better. And their legislators and enforcement officers are easing wine-sales restrictions.

Four States—Wisconsin, Ohio, Florida, and Georgia—have legalized bulk sales to households in the households' own containers. Five States—Wisconsin, Indiana, Maryland, Missouri, and Rhode Island—have reduced wine taxes. Three States—Ohio, Virginia, and Oregon—have released wine from complete or partial State monopoly. Wholly new markets have been opened in Nebraska, South Carolina, Georgia, Florida, Arkansas, West Virginia and South Dakota; and the industry hopes for further liberalizing in Virginia, Pennsylvania, and New Hampshire.

There remains to be liberalized, however, the greatest consuming area in the country—New York, New Jersey, Massachusetts, Pennsylvania, and Illinois—in which the industry hopes that, soon or late, consumers will be permitted to get wine conveniently and at low cost.

✦ ✦ ✦

### N. P. A. Plans Annual Meeting

The National Publishers Association, Inc., New York, has again selected Buckwood Inn., Shawnee-on-Delaware, Pa., for its annual meeting this year. September 10 and 11 have been set as dates for the meeting.

### Joins A. N. A.

The Republic Steel Corporation, Youngstown, Ohio, has been elected to membership in the Association of National Advertisers. Stanley A. Knisely will represent the company in the association.

# New Ideas Offer Real Hope to Business

**From an investment counsel organization—Scudder, Stevens & Clark—come these sterling words. The material is copyrighted and appears in the current issue of the company's publication, "Wealth." It is reproduced here by special permission.**

THE business man today is in a curious mental state. He adjusted himself with difficulty to Governmental regimentation and reformation, and now finds that his business activities may again revert to his control.

Most of his economic beliefs have been yanked out from under him. He has been lectured for having made money, chided for his inertia in not making some more, and reads with sorrow that taxes may well nullify any of his efforts. He owes so much money that he can't sleep nights, and is offered the sedative of more loans.

As his intellectual equipment, by and large, is limited to knowing how he used to run his own business, this type of progress has bewildered him.

All of which has been a fine thing for business.

For bewilderment stimulates thought and from thought come ideas. During the years we have been studying business we have never observed as much thinking as is going on right now.

Take the railroads, for example. Would anyone have imagined, ten years ago, that the railroads would ever indulge in such radical departures from accepted standards of travel? Yet look at them now. We do not mean that the investor should rush to buy the stock of the first railroad that experiments with a streamlined train, but at least he should recognize that the patient is showing encouraging symptoms.

We know bankers who are working overtime trying to figure out ways to make banks more useful to the community. Investment bankers are wondering if somewhat less archaic methods of marketing securities would not be desirable.

Insurance companies are beginning to associate insurance with European travel and happy fishing days, rather than obsequies.

Steel men have discovered the amazing superiorities of steel for home construction. The use of steel alloys is daily developing innumerable possibilities. Canning companies are successfully demonstrating the practicability of tin cans for beer containers. Many public utilities are perceiving that their customers are human beings, and are trying to treat them as such.

### Few Men Will Think Until They Have To

Few men will suffer the agony of thinking until they are forced to. That is why business gets into a rut during prosperous years. When profits are coming in nicely there seems to be more point in afternoon golf than in concern over a perfectly good product.

A business that is making money can beget pride, and pride stifles new ideas. A business man overly conscious of his sagacity is a menace. He begins to feel that anything he says must be right, which betrays him into snap judgments that not infrequently are tragic. Methods which achieved success in the past are too often accepted as guides for the future. A business anchored to precedent and proud tradition must necessarily slip back.

The nineties, too, were difficult for business—six years of depres-

sion. However, during that period was born the idea of modern business—of powerful corporations, capable of serving national markets rather than local ones, and of realizing the enormous economies of mass production. The era of prosperity which followed was not wholly unrelated.

Then things went to pieces for a couple of years, resulting in the fresh thinking which created the automotive industry. That carried us along nicely until the tainted prosperity of the war.

Business was shaken out of its complacency in the latter half of 1920 and 1921 and tortured into thinking about how to make homes more livable. This brought into being such things as electrical servants, radio, oil furnaces, automatic refrigeration, air conditioning, and better furniture. It may be purely coincidence, but it is nevertheless a fact, that every depression has ended with a brain storm of creative thinking which has snapped business out of its lethargic fear and advanced society to a new level of living.

The constant crying need of business is a good idea and the ability to put it into effect.

If you could travel safely at ninety miles an hour in one of these new streamlined trains at a reasonable price with perfect air, good and inexpensive food, and friendly consideration of your comfort and enjoyment, isn't it possible that you might recapture the thrill of your first journey by rail?

There is much food for thought in these fascinating new houses of steel and glass, electrically operated, air conditioned, scientifically lighted and heated, impervious to vermin, constructed in a few hours, but built to last forever.

Profit accrues to those who have something that others want. Ideas produce new products and new products create demand. In our opinion the investor should attach more importance to actual business developments than to economic theorizing. The steam engine meant more to society than centuries of economic conjecture.

Electricity, Diesel engines, airplanes, radio, and all the new developments and experimentation to come, contribute more to profitable living than the abstractions of philosophers. Every effort of business to serve people more acceptably, to give them more happiness and more comfort, to get rid of waste and unnecessary work, and to make luxuries become necessities, advances civilization more than any theorist can hope to do.

The golden age for investors should be when business is thinking up new ideas.

✦ ✦ ✦

### Dieckmann Has New Post

H. E. Dieckmann has resigned as New York manager for the Brandtjen & Kluge Company to join the New York office of the Miller Printing Machinery Company, Pittsburgh. He was with Brandtjen & Kluge for ten years.

• • •

### Appoints P. S. Mandel

Philip S. Mandel has been appointed exclusive representative of the Omaha *Public Ledger* and has established headquarters at 405 Lexington Avenue, New York.

• • •

### Hertzberg Joins Electrad

Robert Hertzberg has joined Electrad, Inc., New York, radio equipment, in the capacity of sales engineer. He will contact the radio service and amateur fields in particular.

### Lamp Account to French

The North American Electric Lamp Company, St. Louis, has appointed the Oakleigh R. French Advertising Agency, St. Louis, to direct its advertising account. Magazines, trade publications, and direct mail will be used.

• • •

### Death of Arthur C. Roche

Arthur C. Roche, treasurer since 1920 of the Lever Bros. Company, Cambridge, Mass., died recently, aged fifty-one. He formerly was general manager of the Loose-Wiles Biscuit Company.

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### New A. N. A. Member

The Standard Oil Company of Indiana, Chicago, has been elected to the Association of National Advertisers. A. N. Steele will represent the company in the A. N. A.

# Consumers Want Facts

## Miss Brindze, Answering P. I. Article, Says Advertisers Don't Go Far Enough

NEW YORK

*Editor of* PRINTERS' INK:

In your article on the new Pequot guarantee plan in PRINTERS' INK for June 13, you quote my book, "How to Spend Money" as "consigning to eternal darkness" the advertising of the Pequot company.

If you will re-read the chapter "As You Make Your Bed" in which both sheets and blankets are discussed, I believe you will find not condemnation, but commendation of the alertness of Pequot and other manufacturers of sheets to the trend toward intelligent consumer purchasing. My complaint about Pequot is that they do not go far enough. They advertise that "Every Pequot is guaranteed *to exceed U. S. Government specifications,*" and let it go at that. Since Pequot is talking specifications it should be more specific. Exactly what are the "U. S. Government specifications" and exactly by how much do Pequot sheets exceed them?

Admittedly, the group of consumers who now demand such information is small, but not so small that they can be disregarded. And the number is growing. Even Uncle Sam is taking a hand in their education. Consider, for example, the booklet "Quality Guides in Buying Sheets and Pillowcases," prepared by Miss Ruth O'Brien, chief of the Division of Textiles and Clothing of the U. S. Bureau of Home Economics: "Whatever you want, you need definite facts as a guide in buying," Miss O'Brien writes. "A good illustration of the kind of facts you need is furnished by the Government's specifications for the sheets it buys. These are *minimum specifications,* (italics ours) drawn up to meet the requirements of a Government hospital or some such specific use. They are not set up to fit conditions in the household or in private institutions. They may not describe the kind of sheets you want at all. . . ."

Now how can Mrs. Average Intelligent Consumer reconcile the statements of the Government expert with those of the expert who wrote the Pequot advertising? One says that the Government standards are not high enough for the average household; the other uses them as satisfactory criteria.

You say that only when consumers have the knowledge of engineers can they understand the meaning of thread count and tensile strength. Evidently some manufacturers of sheets do not agree. In the "Lady Pepperell Thrift Book" published in 1933 this, and more technical information, is given. The Chatham Manufacturing Company (see PRINTERS' INK, February 21, 1935) also supplies "technical" details with its new "Specification Sheets."

### Clearing Up Two Admissions

In Pequot's letter to its dealers, two admissions are made which it seems to me should be cleared up at least for the consumers who are reached by PRINTERS' INK. First, the statement that "specifications may be misleading" and "the consumer cannot tell whether the specifications . . . are mere advertising claims." Can it be that Pequot is joining forces with the consumer pressure groups who say that no reliance can be placed on advertising?

Second, Pequot writes that "specifications are sure to slow up sales." Well, maybe they will, but not because the shopper will be confused. If sheet manufacturers use informative labels, anyone who can read will quickly be able to judge which sheet is the best buy for her. Perhaps in the beginning the con-

sumer will ask questions; but as a consumer I ask, what of it? Presumably, the retailers are my purchasing agents and since I pay them for their services, they should be ready as well as able to serve me. Indirectly, I as a consumer also pay the manufacturer, and so he, too, should be willing to supply me with honest buying advice.

Advertising men now complain bitterly of the antagonism that consumers are showing to advertising claims. Isn't it about time that a few advertising men who presumably are keeping their fingers on the public's pulse saw the sales possibilities in giving consumers facts?

RUTH BRINDZE.

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### New Accounts to Sproat

The American Cereal Coffee Company, Chicago, manufacturer of Javelle and Likoffy, has appointed W. E. Sproat & Company, agency of that city, to handle its advertising in health and food magazines. The Better Health Supply Company, Milwaukee, has also placed its account with the Sproat agency.

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### Death of J. F. MacNamara

John F. MacNamara, Eastern advertising manager of the Popular Science Publishing Company, New York, publishers of *Outdoor Life* and *Popular Science*, died on July 24. He was formerly with *House Beautiful* and the *Atlantic Monthly*.

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### Appoints H. F. Hohl

Howard F. Hohl, formerly sales manager of the Hotel New Yorker, New York, has been appointed general sales manager of the National Hotel Management Company, Inc. He was formerly with the Statler organization for eight years.

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### H. G. Fowler Heads "The Instructor"

Harold G. Fowler has been elected president of the F. A. Owen Publishing Company, Dansville, N. Y., which publishes *The Instructor*. Joseph C. Thomson, circulation manager of *The Instructor*, has been elected vice-president.

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### Elects Hershberger

Charles Hershberger, account executive in the Fresno Branch of the Foster & Kleiser Company, San Francisco, has been elected president of the Fresno Advertising Club.

GOOD COPY

towers over
sly text
as a giant
towers over
a pygmy.

HAWLEY ADVERTISING COMPANY INC.

95 Madison Ave.
New York City

# Salesmen's Cars

## Where They Are Manufacturer-Owned Problem of Use During Company Time Must Be Met

ONE of the most vexing problems in the management of fleets of company-owned cars arises when the salesmen drive the company cars for personal trips.

A number of manufacturers absolutely forbid such use on penalty of immediate discharge. Other manufacturers take a more realistic view of the problem and while they forbid it, expect that the rule will be broken occasionally. Of course, if the salesman makes personal use of the car and then is involved in an accident, he has to stand the consequences.

Several companies that hire a high type of salesmen take a lenient view of the question. They do not discourage the use of the car outside of company time because they realize that frequently the salesman will not feel that he can afford a car of his own. Therefore, they have an understanding with the salesman that the car can be used outside of company time but that the salesman must pay expenses for such use.

Investigation among these companies, which, incidentally operate small fleets, indicates that most salesmen are deeply appreciative of this point of view and do not take advantage by loading personal expenses onto company time.

One of these operators submits a letter which was sent out to the salesmen more than a year ago which expresses the company's attitude clearly. It follows:

"It is quite obvious that the company furnishes cars to sales engineers and service men for the purpose of transacting business for the company. It is also assumed that these cars may be used part-time for personal use.

"At the time the company changed over to company-owned cars it was not the thought that those supplied with such cars would continue to own privately owned cars, or at least a large majority would not. Bearing this in mind the company was quite willing that for the convenience of those using company-owned cars, they would be allowed to have the car for personal use from time to time.

"However, within the last several months a number of accidents have occurred while a company-owned car was being driven for personal use and sometimes by some other member of the family, and we think it timely to clarify matters as regards liability and responsibility.

"We believe, therefore, that if the company is willing to allow personal use of its cars, the cost of any damage or liability sustained while the car is in private use must be borne by the employee to whom the car is furnished. This is no more than one would assume when driving his own car.

"This point may not have been clear in the past; hence this letter."

### Little Urge for Sunday Ride with Identified Cars

Of course in those fleets where the car is painted with clear marks of identification, particularly with advertising signs, few salesmen have the hardihood to take their family for a Sunday ride in the car. The idea does not appeal to their vanity and they know that company officials will easily spot them.

The problem of the use of cars outside of company time is one that used to worry fleet operators far more than it does now. Most of them have discovered that the company is not badly damaged when the salesman uses the car outside of company time and realize that no matter how strict the regulations are, salesmen at great distances from the home office will break the rule sometimes.

# Welding a Package Line

## A Letter to a Small Manufacturer Who Wishes to Expand His Market for Group of Products

[EDITOR'S NOTE: A small manufacturer in the drug field has been doing a good sectional business with private-brand houses for the last ten years. In 1932 one of his important outlets was forced to close its doors. This misfortune of one of his best clients led to the manufacturer to market a line under his own name. Recently he decided to expand and devote his main effort to his own branded line. He asked a package expert, an old friend, to make suggestions concerning the improvement of his containers. His friend wrote him a letter which should be of general interest to readers of PRINTERS' INK because it touches on so many of the important packaging problems of manufacturers, both small and large. Parts of this letter, which was not written for publication, are reprinted here, with names disguised, of course.]

DEAR JOHN:

Perhaps by this time you are a little irritated at my delay in reporting to you on your packages. I want to assure you that this delay is intentional because the problems involved in a line like yours are complicated and it is far too easy to give snap judgments that are worth little.

The trouble with so many consumer package studies, no matter how many men and women are queried, is that in the net the replies represent only so many snap judgments. The fact that 100 or 1,000 or even 10,000 Mrs. Joneses give an answer to a question, an answer based on a flash impression, proves only that quite a number of consumers gave a verdict without a careful consideration of facts.

In many ways, indeed, my recommendations should not be taken too seriously without a background of study in the field with wholesalers, retailers and consumers. I have attempted, however, to confine my criticisms entirely to matters which my experience has convinced me, at least, are fundamental. I want you to accept my recommendations, though, as a foundation upon which to start further investigation rather than as final judgments handed down from my own particular Sinai.

When I set up in front of me the thirty-odd packages that you sent me for criticism I discovered what I had expected. As you added various products to your line you considered each one individually and not in relation to the rest of the line. Thus in several cases what would be a thoroughly acceptable package by itself is so far out of relation to the rest of the line that it is not acceptable when considered as a member of the family.

For instance, I find four different shapes of bottles among what might be called your "medicine chest" products. I find, for example, that your hair oil is packed in a round, rather tall bottle while your hair tonic comes in a square, squat bottle. This disparity in shape might be excusable if either shape contributed to use. However, I find that neither is particularly convenient to hold in the hand, particularly if the hand were slightly damp as would probably be the case when the products were used.

Also I find seven different types of caps on the various bottles and jars. I know why this is true because I understand that you have been buying stock bottles and caps. The point is, however, that you could have bought a single stock type of cap which would have fitted all of your packages except your cosmetic jars. For these, I find, you could have purchased

stock caps which would have carried a close relationship with the single type of cap available for the bottles.

I wish you would note for yourself the fact that among the caps you have two different colors of plastic caps, and in metal caps two with silver finish and two with bronze finish.

I don't want to give you the impression that I am against your buying stock materials. If you will go over the catalogs of the various material manufacturers you will find that there are homely shapes in stock materials and good-looking shapes.

### Carelessness in Packing

One mistake that I expected to find, knowing as I do the conditions under which your merchandise is packed, is that many of the labels are not pasted on well. For instance, on the cod liver oil bottle the label is off center and tilted to one side. On several of the bottles the labels are off center and on two they are tilted. The cod liver oil bottle was the only one on which the label had both faults combined.

In order to make a test, I went into a drug store and bought two samples of your cod liver oil. On one of these the label was properly centered. On the other it was badly off center.

I am emphasizing this point because it is apparently a minor one and yet to my mind it is a major indication of carelessness in packing. Not one consumer out of 10,000 would consciously notice this carelessness. Perhaps half of the 10,000 on the other hand, would be subconsciously affected adversely.

I even found one case of carelessness in cutting, which I think can be laid at the door of your printer. The label on your mineral oil bottle was pasted on correctly but it had been cut by the printer in such a way that the type block was slightly tilted.

It seems to me that your package copy is strongly in need of blue-penciling. A number of your labels suffer from a crowded appearance due pretty largely to the fact that they have too much explanatory matter in small type. Analysis indicated that there was little of this material that should be left off the labels but that it could be compressed and edited so as to cut down the actual type matter at least a third and in one or two cases more than half.

This is a fault that is not confined alone to small manufacturers like yourself. Several years ago two well-known package designers made an investigation of the copy on the containers of twelve successful food products. In one instance they were able to cut down the copy on one package 75 per cent without interfering with its effectiveness and, of course, added greatly to the appearance. Indeed the shorter copy was more effective.

Your general type style is, I think, pretty good. If there is any fault to be found it is a little too far over on the masculine side so that on your cosmetic products it is a little rugged to create the atmosphere a woman expects in a package to be used on the dressing table.

### Typography, a Major Consideration

Please don't misunderstand me. I think that far too much emphasis has been placed upon the suggestiveness of certain fonts of type. I find, for instance, that a number of the types that are suggested for use on cosmetics because they have a feminine look get that look because of their inherent weakness which is a drawback for any type intended to be used on a package. A good typographer, I am certain, could arrange even the most rugged Gothic so that it would not be wholly objectionable for a dressing-table product. I think, therefore, that one of your first cares should be to brighten up and overhaul the typography of your labels.

Why do you use so many different colors in your bottles? I think it an excellent idea to use a transparent bottle for your mineral oil. I imagine you did this because you were rather enamored of the Nujol

bottle. On the other hand, why use a transparent bottle for your hair oil and a blue bottle for the hair tonic?

I find that in your line you have two shades of brown, several transparent bottles, one shade of blue, one opaque white and an opaque green. This fact, perhaps as much as anything else, interferes with the family resemblance of your line.

In at least one case I would change from a transparent bottle to an opaque bottle for a mechanical reason. I am referring to your deodorant bottle. Here you have an applicator, a glass rod fitted into the cap at one end and on the other end is attached a piece of sponge rubber. The applicator is not attractive and is not entirely hidden by the label. It is no doubt a desirable feature, but unless it can be made more attractive I think it would be better hidden.

Incidentally, it is not mechanically correct. When I removed the applicator from the particular bottle which I have, the rubber sponge became detached because it was too wide to pull through the bottle opening. This suggests the necessity of getting an applicator with a sponge that cannot fall off.

### Accurate Placing of Label Improves Appearance

I notice that you have followed no particular method of placement of labels. Most of the labels are so placed that their tops are flush with the shoulder of the bottle. Several of them are dropped down a little.

I think in every case the appearance of the package would have been improved had the labels been dropped to the optical center. Of course, you could not have done this with your cod liver oil label but as I have pointed out to you before, the copy on this could be cut, probably a third, thus giving you a smaller label which could be centered.

By crowding all your labels up to the shoulders you give a top-heavy appearance.

I note particularly that the label on your liquid powder base bottle is actually longer than the distance between the bottom of the bottle and the beginning of the shoulder. The result is that when it is pasted on it laps over both top and bottom. Where it laps over, the edges are loose and I found it no trick at all to tear the label so that it became unsightly. I imagine in use the label would be easily torn, thus putting on the woman's dressing table something that she would not like to look at.

### Advises Against White as Base Color for Carton

I note that in every case where you use a carton you employ white as the base color. I strongly advise against this because it is the most easily shop-worn of all colors. Furthermore, carton white is not a real white but more of a dull light gray.

Don't misunderstand this criticism. I am not objecting to white as a package color. For instance, I think your blue and white tooth-paste tube is the most effective package that you have. However, here you have an actual white and it is protected from dirt and dust in transit by the outer carton.

Because in this preliminary criticism I am not going to recommend any individual colors, I shall not go any further at this point. I merely want to suggest that you make a much closer study of color than you have.

Your cosmetic packages I find almost uniformly unsatisfactory and ugly. I think they all need to be overhauled and toned up. It is here that you are going to have your heaviest competition. Today more than ever before the appearance of the package is an important factor in selling cosmetics. Women are influenced either consciously or subconsciously by the fact that when they buy a cosmetic it becomes as much a part of their furniture as the dressing table or the bed. With so many women redesigning their boudoirs with dainty hangings and furniture it is essential that you do not create

packages that will clash with their surroundings.

You are fortunate, perhaps, in that, with the exception of the cosmetic line, you will not have to make many radical changes. Improvement will be very easy to get in most of the packages by minor changes.

I know that one thing that has bothered you was that you felt that too radical a change would lose you the good-will of customers who have been buying your products.

I should not worry about this at all. Every thorough test that has ever been made has demonstrated that the value to be gained from the new package far outweighs any good-will that may be lost when the change is made. In fact, your product is handled only by reputable dealers and your customers have faith both in your name and in the dealers. Therefore if you do make radical changes, your customers will appreciate that the druggists who buy from you would not intentionally cheat them. Thus if in the few cases where a question of substitution comes up if the druggist will explain what has happened you will have no trouble.

Please guard against the danger of being too conservative because of your fear of losing good-will.

As I said in the beginning of my letter, my criticisms have been of a preliminary nature. I have only touched upon certain fundamentals.

Your next step should be to make a thorough investigation among wholesalers and dealers. Before doing this I should study a number of competitive packages, not for the purpose of copying, but, rather, for the purpose of seeing the merits and demerits of competitive containers.

I think if you will study the packages of your most successful competitors you will get many excellent hints of what may be done in packaging. I should most strongly recommend against copying any features of competitive packages but should consider this study of competition merely as in the form of preliminary laboratory work to find out how far one can go and how radical it is possible to be in creating designs.

I think where you have such a tightly knit line that it would be highly desirable in all of your investigations to work toward the idea of a family resemblance. I would not, however, allow this to handicap me to the extent that there was such close family resemblance that the products would not appear suitable for their various uses. This is a subject which requires further discussion and which I should be glad to take up with you later.

Sincerely yours,

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### Joins Presbrey Agency

Harold Armitage, for some time with L. D. Wertheimer Company, Inc., and more recently with Husband & Thomas Company, has joined the copy staff of the Frank Presbrey Company, New York agency.

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### Appoints Billingslea

J. C. Billingslea, Chicago, publishers' representative, has been appointed Midwestern advertising representative for the *Farmers Home Journal*, Louisville.

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### Has Central Breweries

Central Breweries, Inc., East St. Louis, Ill., has placed its advertising account with the Beecher Advertising Company, St. Louis.

### Death of James Chandler

James Chandler died July 29 at Cincinnati, aged seventy-six. He was the father of W. G. Chandler, New York, general business manager for the Scripps-Howard newspapers, and of R. B. Chandler, publisher of the Mobile *Press*.

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### Adds Night Boat Account

The Hudson River Night Line, New York, has appointed Redfield-Johnstone, New York agency, to handle its advertising.

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### With Gulf Publishing

John L. Hamilton, formerly catalog manager of the Oil Well Supply Company, has joined the Gulf Publishing Company, Tex.

# *Now in August*

• • • this is the month when the publishing and advertising business gets ready for increased fall business.

• • • not another August in years has been so full of opportunity and also responsibility to go after business hard.

• • • every publisher and business executive needs to keep to the main track, to get rid of details and keep free for the important developments just ahead.

• • • I know a man who is 100% equipped to take on those important details which keep executives from even more important activities.

• • • more than twenty years of successful experience.

• • • a fully rounded training in every phase of publishing.

• • • a mighty useful right hand for any publishing or other business executive.

• • • skill, loyalty, enthusiasm for work, money-saving ability are here combined in one man in a way which assures some man an invaluable assistant at a reasonable salary.

• • • write today to A. R. B.

**BOX 135, PRINTERS' INK**

# Fog Lifts; Competition Is Here, After All

**Competition, it appears, is no longer necessarily regarded as a crime, *per se*. Here is something from the current issue of "The Wedge" (Batten, Barton, Durstine & Osborn) that discusses this logical and happy development in a thoroughly common-sense manner. Outside of professorial circles in the New Deal, there are few who believe that business practices can be entirely Utopian—that business is other than real and earnest. Nevertheless, it is good to discuss the subject once in a while; discussion clears our heads and gives us courage—especially since business is now coming "out of the fog," as "The Wedge" puts it.**

PEOPLE are beginning to talk about competition again.

Did you ever wander about the countryside in a fog? You knew about where you were, but the illusion persisted that you might be somewhere else. Then the fog lifted and everything was just where you knew it would be.

Business has been that way. In a fog of illusion. The old landmarks seemed to vanish. Facts yielded to fallacy.

One of the most pleasing of these fog-shrouded figments was that there wasn't going to be any more competition. Then the Supreme Court puffed and the fog thinned out and there was competition just where it had always been—and always will be.

It was really more of a task to get rid of competition than reformers realized. There were too many variables. A hard worker will always keep ahead of a loafer. A man always wrong in his judgments cannot compete with one who is right occasionally. A dirty window cannot sell as much merchandise as one that is effectively trimmed. Those who are frugal have an edge on wasters. A salesman who makes twenty calls a day will do more business than one who goes to the ball game. Fresh eggs sell better than stale eggs. A reputation for honesty will attract more trade than a reputation for trickiness.

There just isn't any way to control such factors.

One can sympathize with a humane purpose to protect the incompetent and futile. It is a charming picture—that Utopia where the strong tote weak competitors pigback, and the efficient tie one hand behind their backs so as to take no unfair advantage of the inefficient, and the swift are handicapped to give the slow a chance. But Utopia is a dream, and business is real.

The soul of business is competition. It is through competition that we have these wonderful new cars, 30,000-mile tires costing less than a tube cost a few years ago, marvelous improvement in canned goods, well fitting clothing, low cost radio of superb quality, oil furnaces and all the triumphs of electricity in the most modest of homes.

### But Consider the Regulated Industries

It is competition that drives men to great achievement, to unbelievable economies, to inventions which promise happiness, ease and fullness of life to millions.

Suppose competition really could be controlled by edict—what would happen?

There wouldn't be any more improvement in cars. What would be the use? Improvements cost money. The automotive industry would gradually shrivel. Most railroads are protected from competition by law—and look at them. There would be no reason for

maintaining the extraordinary efficiency of many of the chains, and we would return to the varying integrity and intelligence of small dealers with a probable heavy increase of cost and loss of quality. Even the smartest and squarest of the independent dealers would have to be suppressed so as to give the shysters and shiftless merchants an even break. So it would go all up and down the line—ability frowned on, enterprise discouraged, advancement checked and reputation discounted.

If it is admitted that competition is inescapable and even desirable, it must also be recognized that no business can compete successfully without advertising.

What is competition?

It consists in making goods or services more desirable, accessible or acceptable than those offered by others. In spite of demagoguery, that is all competition is or has been.

Let us assume that two products are of equal intrinsic value. But one is without identity and the other bears a name which is known and which inspires confidence. The first hasn't a chance in competition with the second—and shouldn't have. A sale is virtually impossible when confidence is lacking. Would you buy a car without knowing who made it? Would you buy anything unless you believed it to be good value?

### Non-Advertiser Rides on Momentum of Advertisers

To be sure, this first manufacturer who doesn't believe in advertising might sell his product to Sears, Roebuck, who would have no difficulty in passing it along to users.

Why? Because Sears, Roebuck have spent millions in advertising to win public confidence. But the non-advertiser really pays for Sears, Roebuck advertising through depending on their reputation rather than on his own.

Confidence is won not merely by refraining from stealing, but by giving a promise and keeping it. Advertising is a promise and the goods are the fulfilment of that promise.

Almost literally everything that is sold is sold through the power of reputation—the power of advertising. A lawyer prospers as a result of publicity given to his successful cases. A story by an unknown author becomes acceptable to millions because the public has learned to have confidence in the editorial judgment of a great magazine such as *The Saturday Evening Post*. And through this wide reading the author himself wins reputation—the only beneficiary of advertising who doesn't have to pay for it.

### The Unknown Product Has a Handicap

A product not advertised is only half made. It is not ready for the market. It lacks the essential ingredient of reputation. It is like a person without a face, a can without a label, a check without a signature. No kind of deal can make it salable. No illusion of Government can protect it from competition.

There are still a few industries inadequately supported by advertising and which depend almost entirely on the reputation of dealers or fabricators to supply the confidence necessary to assure sales. Suppose one manufacturer in such an industry determined to establish his own reputation through advertising. The others would of course laugh at his foolishness, just as the first advertiser of soap was laughed at—or the first to advertise shoes, steel, pickles, insulation, coal, shovels, brake linings, paint, cotton sheets, or electric light and power service. But in two or three years, they would cease laughing. For a while they would rage at the unfair competition of creating a preference through reputation. And then they would comprehend that the only way for them to stay in business would be to meet that competition by getting reputations of their own.

About that time, the industry would begin to go somewhere.

So long as competition remains, advertising will control the rise and fall of individual business. For advertising is the source of reputation.

# Property Rights in Ideas

*(Continued from page 10)*

ideas or arguments built on ideas. After the prospect gets two or three big new ideas he becomes confused enough to be almost impersonal. By the time he gets as many as forty ideas, which is not uncommon, he becomes subconscious enough to assimilate with perfect innocence.

Every time an idea gets out of ownership without the knowledge or approval of the owner, the natural thing for the owner to do is to say that he was robbed, and honestly believe it, and even be able to prove it to a disinterested person. The agency that created and owned the idea does not stop to think that the agency itself might have been largely responsible for what happened.

### One Idea Doesn't Necessarily Mean a Good Agency

Too often the agencies, under the pressure of competition for the account, put the advertiser into mental dislocation. The advertiser has a serious, difficult, and delicate task in selecting an advertising agency, which is very important. He has always a stewardship in his business which precedes his concern for any soliciting agency.

After a dozen or more agencies, have assaulted the mental citadel of the advertiser with competing solicitations, all of them with ideas, the advertiser cannot possibly be the same man he was before.

The new business executive, you may be sure, knows his psychology. He makes the advertiser think that the idea was the advertiser's own brain child in order to get it up to the family table. He may innocently enough, go a long way in absolving the advertiser from a subsequent twinge of conscience. If he made the advertiser actually think himself to be the father of the idea, then what?

In my opinion, any advertiser worth soliciting is not a larcenist of ideas. I believe advertisers as a class stand head and shoulders above the non-advertising business man, for ethical alertness, common honesty, and good citizenship.

I am willing to subscribe wholly to the abiding belief that the underlying and overlaying honesty of the advertiser is the strongest and finest thread in our social fabric. Charges and implications of dishonesty as to the ideas of others may be chiefly due to lack of common precaution or of self-assertion on the part of the creator of the idea.

That brings up the question of technique in selling ideas. It is a big subject, and I haven't space here to more than touch upon it.

Nobody cares much for the other fellow's ideas. If that were not true there would not be any arguments in the world. Arguments, as we know, have no good place in selling. So if the poor advertiser is convinced by approved psychological processes that he is the real father of the idea, then are we to condemn him for yielding to paternal instinct?

I wouldn't be surprised if these advertisers who have been sued should say that they are shocked at the charge that they swiped somebody else's ideas, instead of brilliantly picking them out of the hot convolutions of their own brain pans.

### Recent Decisions Are Beneficial to All Advertising

It is incidentally interesting that these complainants were able to adduce evidence that preponderated in court trials. Usually agencies are too confiding for that.

If these decisions give the agency a proper conception of what it should do to safeguard its property rights in ideas, it can be worth millions to advertising agencies, and advertisers would be better off also.

It would make the getting of new business more businesslike in

all cases. At the same time it would save the advertiser the possibility of confusion, embarrassment, and even injustice.

While these cases have the effect of rating ideas somewhere above nothing, they may also help to improve the selling technique of ideas.

It should be kept in mind that an idea in advertising is not restricted to a slogan or catch phrase. It is also the thing out of which the strategy of the campaign arises. It is the guide post to orientation. It marks the way to markets and to profits. It may be so comprehensively embracing as to be difficult for a court or a jury to isolate it for appraisal.

The most valuable idea in advertising may be the most elusive in compacting into the conception of property, or it may appear too small to be worth anything to any one concerned.

The creator of the idea knows what he created and knows its value. In the light of these court decisions he should now learn how to sell it to his own honest benefit.

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## Horace M. Ford Dead

Horace M. Ford, one of the elder statesmen among the newspaper publishers' representatives of the Middle West, died at Traverse City, Mich., last week. He was seventy-two years old.

Mr. Ford went to Chicago in 1892 as sole representative of the old Kansas City, Mo., *Journal* with which he had been associated at the latter city. He was joined by Fred F. Parsons several years later and in 1915 the firm began to operate as the Ford-Parsons Company. In 1928, the name was changed to Ford-Parsons-Stecher, Inc.

Mr. Ford was one of the founders of the Newspaper Representatives Association of Chicago, and served as its president in 1903 and 1904.

In 1931 Mr. Ford retired. A year later the firm merged with Bryant, Griffith & Brunson, Inc.

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## Elects Boeschenstein

Harold Boeschenstein, formerly vice-president and assistant general manager of the Owens-Illinois Glass Company, Toledo, has been elected vice-president and general manager. New members of the board of directors are: George P. Greenhalgh, Charles B. Belknap and R. H. Barnard.

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## Kelvinator Appoints Reinach

A. H. Reinach, for several years with Kelvinator Corporation in the commercial division, has been appointed as staff head in charge of Kelvinator's standard commercial equipment sales. F. N. Pattison has been named assistant to Mr. Reinach.

• • •

## Joins Gorrie Agency

Clifford Willis, formerly with Lawson-Willis, Toronto, has joined the Gorrie Advertising Service, Limited, also of that city.

## History of a Slogan

CARLETON & HOVEY COMPANY
LOWELL, MASS.

*Editor of* PRINTERS' INK:

The phrase, "A Doctor's Prescription," about which one of your subscribers recently inquired, has been used in the advertising of Father John's Medicine. From the very beginning of active publicity for Father John's Medicine in 1901, and at frequent intervals since then, the phrase "A Doctor's Prescription" or "The Doctor's Prescription," has been one of our regular slogans. The slogan refers to the origin of Father John's Medicine and is a statement of fact. We have in our possession the original prescription book of the old apothecary shop in which this prescription was entered.

WILLARD A. PARKER,
*Advertising Manager.*

• • •

## Directs Horton Export Sales

W. J. Platka has been appointed export sales manager of the Horton Manufacturing Company, Fort Wayne, Ind., household washers and ironers. He was formerly manager of the export department of Robert H. Ingersoll & Bros., the Latin-American section of Willys-Overland and the export sales of the Sunbeam Chemical Company, Chicago.

• • •

## Has Dampney Account

The Dampney Company of America, Boston, has appointed the James Thomas Chirurg Company, Boston agency, to handle the advertising of Apexior, protective coating for metal surfaces. Business papers and direct mail will be used.

• • •

## Shaw Forms Agency

C. O. Shaw has opened an advertising agency in the Beason Building, Salt Lake City, under the name of Shaw & Associates.

# PRINTERS' INK

*A JOURNAL FOR ADVERTISERS*

*Founded 1888 by George P. Rowell*
*John Irving Romer, Editor and President*
*1906—1933*

PRINTERS' INK PUBLISHING CO., INC.
185 MADISON AVENUE, NEW YORK

ROY DICKINSON, President
DOUGLAS TAYLOR, Vice-President
R. W. LAWRENCE, Secretary
G. A. NICHOLS, Treasurer and Editor
C. B. LARRABEE, Managing Editor
R. W. PALMER, Associate Editor
ARTHUR H. LITTLE, Associate Editor
BERNARD A. GRIMES, News Editor
H. W. MARKS, Mgr. Readers' Service

EDITORIAL OFFICES
Chicago, 6 North Michigan Avenue: Andrew M. Howe, Associate Editor; P. H. Erbes, Jr.
Washington, 1208 Carpenters' Building: Chester M. Wright.
London, 30 and 31 Great Queen Street, W. C. 2: McDonough Russell.

ADVERTISING OFFICES
Chicago, 6 North Michigan Avenue: Gove Compton, Manager.
St. Louis, 915 Olive Street: A. D. McKinney, Manager.
Pacific Coast: M. C. Mogensen, Manager. San Francisco, Los Angeles, Seattle, Portland.

Subscription rates: $3 a year, $1.50 six months. Canada $4 plus duty $2.60 a year. Foreign $5.

NEW YORK, AUGUST 1, 1935


## And Now Mrs. Jenckes

Mrs. Jenckes, member of Congress from Indiana, has introduced a bill (H.R. 8941) for the following purpose:

To prevent the adulteration, misbranding and false advertising of foods, drugs and cosmetics in the commerce affected, for the following purposes: namely, to safeguard the public health and to protect the purchasing public from injurious deception.

Strangely familiar words. They remind us of another bill for the same laudable purpose introduced by Mrs. Jenckes in the House last year and by Senator McCarran in the Senate.

We have no quarrel with Mrs. Jenckes. We know nothing about her and have never seen her. She is doubtless a charming lady, sincere as can be in her efforts to protect the harassed consumers from manufacturers who are continually trying to maim or even kill them—and all for money.

We would, however, question the motives and the sincerity of the organizations or individuals that caused Mrs. Jenckes to add another entirely gratuitous complication to an already tangled situation.

The motive behind this continuous succession of food, drugs and cosmetic bills is obvious. Somebody is gunning for the Copeland Bill and is going to try to kill it by fair means or foul.

PRINTERS' INK has done its full share of hammering at the Copeland Bill. But it can say now in all candor that S. 5 in its present form (and great have been the changes wrought in it during the last few weeks) is a thoroughly good, workable, fair and effective measure. It should be passed at this session of Congress—and it will be if certain manufacturing interests will have the decency to quit trying to destroy where they cannot rule.

Advertisers now have a chance—and for the mere reaching out of the hand and taking—to get a piece of legislation that will be a credit and an honor to them and the country and that will protect the consumer without hardship to anybody except the crooked merchandisers who should be in jail anyway.

If they are foolish enough to muff this chance, then they deserve no sympathy or assistance if, at length, they fall completely into the clutches of the Tugwells and others who, blood in eye, have been after them for two years.

## Not Copy, but Profit

Advertising needs fear no critic who speaks with knowledge. That which a well-balanced, well-informed observer finds to criticize generally merits criticism.

Thus, when a user of advertising rises from his desk to say that all is not perfect, and to suggest a

corrective, other users of advertising listen with respect and—we hope—with profit; and the public is brought a little closer to the conviction that most advertisers are honest and honorable.

The other day, up spoke Paul E. Murphy, chairman of the sales promotion division of the National Retail Dry Goods Association and advertising manager of Frederick Loeser & Company, Brooklyn department store.

"In the last five years," Mr. Murphy said, "we probably have made more progress in fair advertising than in all the years preceding them. However, I am of the opinion that unless advertising is universally freed from abuse through voluntary censorship, public pressure eventually will impose a legislative censorship."

In that warning, no advertiser with a grain of sense in his head or a grain of iron in his soul can find anything to deny or anything to view with alarm.

But whence comes the public pressure? Not in whole, but certainly in part, it has been invoked and inspired by the mouthings of publicists, who, for reasons not always patent, have attacked something about which they know next to nothing and concerning which, if they are to continue to crusade at a satisfactorily feverish heat, they must guard themselves against learning anything.

Further, to certain persons highly placed, even to persons close to the President, it has seemed that warfare upon advertising is somehow a part of a holy campaign for social justice. And the professional friends-of-the-consumer, bush-beating the hinterland and yelling "Skunk!" at every pussy-cat, have been able to impress and enlist certain personages in whom the public expects, and rightfully, to find better sense.

Most urgently, the whole issue needs clarifying. It sums up to this: Whether or not the high-placed disciples know the truth, the motive that gnaws at the vitals of the most articulate of the advertising-baiters is not advertising-hatred at all. To them, advertising is a symptom, a manifestation of something else. And that something else isn't monopoly, or "business bigness," but the despised profit system.

Socially and economically it would be well if the big-wig followers, official and non-official, could be brought to recognize what they are following and in what direction.

---

**Roasting Ears**

From the Minnesota Valley Canning Company came last week a succulent news item which commends itself to the farm problem, as well as to the palate. The company is placing on the market "roasting ears" (corn on the cob to you city-bred folks) vacuum packed in tins.

The new triumph is one even more of the soil than it is of packing process. A history of twelve years of experimentation and testing on the Minnesota Valley Experimental Farms to produce uniform ears having an extremely small cob with large, deep, sweet kernels preceded the introduction of "Niblet-Ears." The result is a "new model" in farm products adapted for marketing the year around, instead of merely in the late summer season.

This development suggests once again the mutuality of interest that lies between the producer and the processor of foods. Agriculture's problem is in a large measure a matter of *increasing* consumption, and it has been amply demonstrated that one sure-fire way of doing that is by offering new and more attractive products. Here the processor, equipped for research as the individual farmer can never be, wise in

the ways of the consumer, can help —as he has done in the past, as he is doing today and as he will continue to do in the future.

Now if our favorite grocer will hurry up and stock this item and if somebody else will please pass the butter, we guarantee a major personal contribution to the restoration of farm incomes.

---

**Time to Cheer**

Neville Chamberlain was loudly cheered the other week in the House of Commons. The thing that made the stolid Britishers unbend in this unseemly way was a factual statement by Mr. Chamberlain showing great material progress in the British economic setup.

As showing the reason for this progress, he summed up his fiscal policies as follows: "Always keeping in the forefront the necessity of maintaining confidence."

Confidence! That is the force that has encouraged the small business man in Great Britain to borrow money, to go ahead without misgivings, to work and fight for solid attainment.

No wonder Commons cheered Mr. Chamberlain. There was something to cheer about.

There will be something to cheer about in these United States of America pretty soon also. Business is gradually regaining confidence here, too. The Reconstruction Finance Corporation and the banks will find that they will have more borrowers for the surplus money that they are ready now to put out in direct loans to industry, and for which there is now, relatively, little demand. The business man, including the small business man, is accumulating once more a sturdy belief in himself and his future.

There will be no occasion for cheers in the halls of Congress, however. This happy development is coming not because of Congressional action but in spite of it.

But why examine the brand too closely? If the confidence now being rapidly regained by business is self-generated—if it has been forced to hurdle unnecessary and arbitrary political obstacles—what's the difference?

The big point is that confidence is coming back.

Take it or leave it, there is going to be a genuine upturn in business this fall. And not even Congress is going to be able to stop it.

So let's do some of the cheering that so greatly encouraged the able Mr. Chamberlain. If we can't cheer for Congress (and who wants to?) let's cheer for business. This would be in direct defiance of all established custom, of course. But a few cheers would hasten business recovery—which is coming anyway, cheers or no cheers.

---

**Capital Goods**

Those unmistakable indications of improving business conditions that we have all seen during the last two weeks are not at all psychological. They are based on an increased demand for capital goods. When capital goods move we do not need to worry so much about Congress and its "must" legislation, about the Washington tax program and the financial and political situation in Europe.

For example, the production of steel ingots at Pittsburgh last week was at 44 per cent of capacity, compared with an average of 40.31 in June.

Considering the way business has had to fight upward in the face of political discouragements that in some cases bordered upon the spiteful, this capital goods development must represent real recovery.

Anyway, the improvement is big news. We seem to be going places at last.

# EXPERT OR NOVICE *Which are you?*

The chances are you are both. None of us knows all that there is to know about all the tools of advertising. Some of the tools we don't use at all and even the tools that we use most are being made to work by others in ways unknown to us.

PRINTERS' INK MONTHLY recognizes this and in each issue devotes feature articles to comprehensive surveys on particular tools in the advertising and selling executive's kit. In July it was "Salesmen's Automobiles," a survey of eighty-six fleets.

In the current August issue it is "20 Basic Questions on Business Films." More than fifty advertisers contribute their opinions and experiences. Such a factual study is invaluable to the executive who contemplates using slide films or motion pictures. It also gives worth-while sidelights to the veteran user.

These feature articles are in addition to the MONTHLY'S regular editorial contents. They constitute a post-graduate course for executives. The subscription price of the MONTHLY is $2 a year, with the feature surveys included. Enroll this month and learn how, where and why motion pictures and slide films are doing a job for business.

## PRINTERS' INK MONTHLY

185 Madison Avenue, New York City

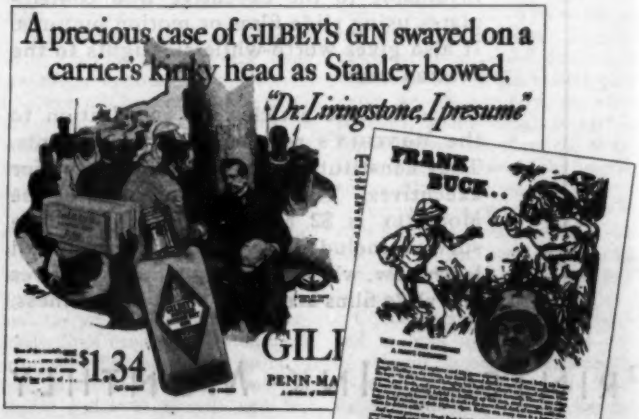
# The Little Schoolmaster's Classroom

PERHAPS it marks the touching off of another advertising war. Perhaps it's just a minor skirmish in the battle for the consumer's dollar. Or perhaps it's only a mere coincidence. At any rate, while he disavows all intention of comparing their relative merits as thirst-quenchers, the Schoolmaster this week looks into the milk and gin situation.

In newspapers recently, the Penn-Maryland Corporation took large space to depict a notable scene from history, the dramatic meeting of Stanley and Livingstone. Most members of the Class are no doubt familiar with the story, but one detail, it seems, was omitted from most accounts: "A precious case of Gilbey's Gin swayed on a carrier's kinky head as Stanley bowed, 'Dr. Livingstone, I presume.'" A clever ad, mused the Schoolmaster as he noted it. A subtle way of intimating that gin is a hot weather drink, for if Stanley carried it with him into equatorial Africa it must be a cooling beverage.

A day or so later, in the course of his morning's newspaper reading, the Schoolmaster was again transported into the jungle. This time no less a bring-'em-back-aliver than Frank Buck was explaining how to keep cool in hot places. Now anyone moderately familiar with Mr. Buck's exploits would hardly think of calling him an old softy, yet if you think that he sustains his nerve and courage on anything stronger than milk, you're wrong. For in behalf of the State of New York's Bureau of Milk Publicity, Frank Buck, with an open disregard of Gilbey, Stanley and history, told how milk increases a man's coolness.

There is no further point to this story save possibly for the fact that next time he goes on safari,



"Plug" Kendrick says:




# "Indianapolis Folks Aren't EAVESDROPPERS!

"INDIANAPOLIS believes in Indianapolis institutions. In radio, that means Station WIRE, which in a recent survey was named as their favorite local station by 69.54% of the homes contacted. Here in the heart of Hoosierdom we'd rather listen to our own programs than eavesdrop on somebody else's. You can't overlook WIRE without overlooking the *overwhelming majority* of radio listeners in the Indianapolis area . . . the nation's 13th market."

*Your Direct WIRE to Indianapolis Results . . .*

**WIRE**

**FORMERLY WKBF IN INDIANAPOLIS**

D. E. "*Plug*" Kendrick, Vice Pres. & Gen. Mgr.

**Affiliated NBC Station**

*National Advertising Representatives:*

PAUL H. RAYMER COMPANY

New York City
Chicago
San Francisco

your Schoolmaster is going to have a job deciding on the right drink.

• • •

During the last few years it has been the practice of most corporations that mail dividend checks to enclose literature designed to transform mere stockholders into active patrons. This idea is basically sound. It entails but little expense and serves as still another means of lapping up sales at a happily auspicious point of contact. Few live companies these days overlook a single spot at which sales can be made.

Hotels have been particularly alert to opportunities of building good-will and, incidentally, business. Through little touches here and there, many of them have learned the secret of turning soulless corporations into human enterprises. As large writers of checks the more aggressive hotels have taken a cue from the dividend-enclosure idea. Two large chains—Knott and United—have special forms which accompany each mail remittance.

The one used by the Knott system is a folded affair. On the outside, printed in two colors, is the welcome statement: "A check for you . . . from a Knott Hotel." A simple decoration of a bellhop enlivens the page. On opening the fold, there is some such message as this:

". . . and may we tell you about another fine hotel which is also under Knott Management." Then follows the name of a hotel, rates and a few words of description.

The form used by the United Hotels resembles an actual check in appearance. It is about check size and printed on check paper. The name of the hotel is placed where the name of the bank is customarily found. Beneath it, instead of the conventional "Pay to the order of," is this:

"It is a pleasure to pay to the order of ———— the enclosed check." On the blank line the recipient's name is filled in, just as on a real check. Directly underneath are two lines of type reading as follows: "The ability to meet bills depends upon the volume of our business. May we look forward to your patronage so that a pleasant exchange of trade will be established?"

Nothing else appears on the form except the hotel's address in the lower left-hand corner and the manager's signature in the lower right-hand corner.

This sort of bid for business, while bordering somewhat upon it, nevertheless bears none of the "blackmail" taint of crude reciprocity. It is effective because it neatly capitalizes upon the realization that a man is never more favorably disposed toward a company than at the time he receives a check from that company.

• • •

Recently PRINTERS' INK printed a letter from George H. Corey, advertising manager for the Cleveland Twist Drill Company, announcing that two members of his company had each seen fifty-five years of service. These were F. F. Prentiss, chairman of the Board of Directors, and R. D. Boltey, senior Cleveland salesman. Now, in its advertising, the Cleveland Twist Drill Company gives over a full page to paying its respects. The headline is "Two Men—110 Years of Service."

"We use this space, this month, to pay tribute to our two oldest employees.

"In the summer of 1880, Mr. F. F. Prentiss (now Chairman of our Board of Directors) joined this organization. Quickly he became its star salesman. In fact, he was its *only* salesman—and a good one. Thanks to his early efforts, 'Cleveland' Twist Drills and Reamers became known far and wide, as first-rate cutting tools. In later years, Mr. Prentiss was personally responsible for laying the foundation for the sale of 'Cleveland' Tools, in Europe, South America, Australia, Asia, and other parts of the world. Mr. Prentiss is still actively interested in the sale of our products.

"Five months before Mr. Prentiss joined us, Mr. R. D. Boltey attached himself to the then small staff of factory workers. He was a hard worker. Within a few years he was foreman of a department. Then he went through almost every

department of our factory. In 1905, or thereabouts, he joined the sales staff. For thirty years, Mr. Boltey has been selling our products. He knows more about them, and how to use them profitably, than any man alive.

"'Cleveland' Twist Drills and Reamers are all the better because these two men have served them, and their users, so faithfully for so long. . . ."

Featured in the advertisement are photographs of the plant and of Messrs. Prentiss and Boltey, then and now.

• • •

To avoid formality at the recent convention of the Iron and Steel Institute, the three representatives of the Hercules Powder Company abandoned the time-worn business card with room number and handed out instead a card specially made up for the occasion.

Their card was folded forward, with their names, company and hotel suite number inside. On the front flap was printed a cheery message in verse, written in the phraseology of the steel industry.

"Forget that smoking beehive coke;
Forget that barge of ore;
Forget the sheets and tubes and rods;
Forget that furnace roar.

"We'll take you from the rolling mill;
We'll show you how to 'pour.'
You left your open hearth behind,
But here's our open door!"

• • •

The Schoolmaster has always been a strong booster for merchandising of advertising. The retailer who makes a display of a manufacturer's national advertising at the point of sale is helping make sales.

The other day the Schoolmaster came across a new angle on this old subject. In the office of a dentist who spends all of his time extracting molars, there was the usual crowd of worried looking people waiting their turn.

Under the glass top of the table where the magazines are kept, those same magazines which most dentists have ready to cheer up the trembling patient, was an adver-

A JOB OR CAREER
Which for YOU?

Many men are tiding over the present period in jobs which are but temporary stop-gaps. It's time now to consider a permanent career, one with real future, one which grows more productive as time goes on!

We can place a few capable men in a position to build themselves a permanent, profitable career with this old-established company. Drop us a line for details . . . no obligation.

This unusual plan backed by

Experience of 24 Years • Resources $24,000,000

FIDELITY
INVESTMENT ASSOCIATION
Wheeling, W. Va.
Offices in Principal Cities

PRINTERS:
don't pass up that sweet direct mail campaign, or catalog
SEE
FAWN-ART STUDIOS INC.
CLEVELAND · DETROIT · NEW YORK
PITTSBURGH · BUFFALO

## A Young Man's Record

Youngster of To-day;
Leader of To-morrow.

Jr. at N. Y. U. Age 20
Sports editor of
1—N. Y. U. Commerce Bulletin
2—N. Y. U. Commerce Log
3—Jackson Hts. Herald
4—Whitestone Herald
5—North Shore News

Sells office equipment by day; studies advertising by night. Has done everything from delivering newspapers to pressing suits. Looking for agency connection. Will scrub floors, fill inkwells or bathe the baby.

Address "W," Box 131, Printers' Ink.

## To The President

As president of your firm you are interested in employing ambitious, capable men. Here is a man who has unusual ability in selling, sales promotion, and advertising management, new product development, market research, business correspondence, confidential investigation, adjusting complaints, writing, speaking. Quickly adaptable, diplomatic, excellent health, 35, a Christian. Technical college education and some law. Now executive assistant large corporation but is seeking position as assistant to president of smaller, aggressive firm with future. Write in confidence for complete details to "Y," Box 133, care of Printers' Ink.

## ADVERTISING ART
### Investment with Services

● Art service, out in New York, thirteen years' experience, desires partner (not artist) to act as representative and executive. Moderate investment and an excellent opportunity. Write us in confidence. "Z," Box 134, Printers' Ink.

## Drug or Food Sales Expansion...

A sales executive of unusual drug and food experience and **results** available. Capable of organizing sales and directing advertising. Particularly qualified for development of sales through the medical profession. "B," Box 136, P. I.

## BINDERS

To make the files of the Printers' Ink Publications more accessible we sell binders at cost. The Weekly holding twelve copies is $1.25, postpaid, and the Monthly holding nine copies $2.00, postpaid. These binders are an attractive addition to any desk or library.


tisement prominently displayed. Its headline said, "It Was Not Novocaine." The rest of the copy, signed by the Winthrop Chemical Company, pointed out that recent deaths in a New York hospital caused by a preparation injected in patients' gums, was not, in fact, novocaine. Statements by city physicians and others backed up this pronouncement.

The lethal preparation had been loosely called novocaine by reporters, and the company wisely had taken space to meet the damaging misinformation about its own trade-marked product.

When the Schoolmaster's turn came, he asked the dentist how it had worked out. "It has saved me thousands of words of conversation," said the dentist. "The company's advertisement was so good I thought I would let it do my talking for me." Which the Schoolmaster thinks is a pretty good way of testing copy and a good example of how to merchandise advertising.

• • •

The Schoolmaster has recently noticed several examples of displays that achieve a bit of dramatization by attaching to the display an actual object that ordinarily might merely be illustrated in the piece. One instance that has previously been described is the Kolynos display, where an actual twenty-five-inch strand of artificial pearls is held in the hands of a youthful girl. Another example of this element of realism was the Listerine Pro-phy-lac-tic Tooth Brush display, in which an actual glass mirror permitted you to "Look at *Your* Teeth."

However, Seeman Brothers' new White Rose iced tea display particularly interested the Schoolmaster. The significant feature of this display, headlined "Hang the Heat," was a real thermometer, which was attached to the display cardboard. During the summer

TORONTO MONTREAL WINNIPEG LONDON, Eng. GIBBONS KNOWS CANADA REGINA CALGARY EDMONTON VANCOUVER

# Classified Advertisements

## BUSINESS OPPORTUNITY

**LEARN THE COLLECTION BUSINESS**, A DIGNIFIED, HIGHLY PROFITABLE BUSINESS-PROFESSION; quickly learned. Write Cole Associates, Syracuse, New York.

**WANTED BONA FIDE PRODUCTS** for direct-by-mail and/or publication advertising. Complete campaigns or single units created, placed, produced. Reasonable. Write fully. Box 740, Printers' Ink.

**Well-established engraving plant** controlling several attractive printing accounts desires to associate with well-equipped printing plant in the Downtown section, New York. In communicating apply Box 747, Printers' Ink.

**SPECIAL REPS**

A class agricultural monthly (large circulation—lowest milline rate) wants special representatives in the East, West, North and South. A liberal straight commission basis, with plenty of home office cooperation, is offered in protected territories. Write us in full, Adv. Mgr., 606 Live Stock Exchange Building, Kansas City, Mo.

## HELP WANTED

**SALESMAN WANTED** for New York and vicinity. Experienced man with following to sell Litho and Printed Display Material. Drawing against commission. Reply Box 744, Printers' Ink.

**Advertising Typography Salesman** of the highest calibre with following and executive contacts in department stores and agencies. Salary and commission. State Qualifications. Box 745, Printers' Ink.

**Advertising Manager** for four expanding monthly publications. Must have wide experience, knowledge of New York agencies and ability to do own "foot work." Unusual opportunity for right man. Write fully. Box 736, Printers' Ink.

**CIRCULATION MANAGER**, preferably with farm paper experience, and ability to handle office work and direct sales force in the field, is invited to state agricultural experience, references and salary in application for permanent position. The Rural New-Yorker, 333 West 30th Street, New York City.

**WANTED**

Young man with editorial training, good personality, and preferably some business or merchandising experience, for editorial staff of leading group of business papers. Outside New York. Give full details. Box 737, Printers' Ink.

## MISCELLANEOUS

**Letters** worded to sell anything worth buying. Real "me-to-you" messages that inspire the reader to reply in a friendly spirit. What have you to sell? Jed Scarboro, Maplewood, N. J.

**ECONOMIZE!!** Reproduce Sales Letters, Price Lists, Testimonials, Diagrams, Illustrations, etc., 600 copies $2.50; add'l hundred 20¢. Cuts unnecessary. Samples. Laurel Process, 480 Canal St., N. Y. C.

## POSITIONS WANTED

**COPY AND PRODUCTION MAN** now with technical agency wants job (with better pay) as advertising manager of industrial firm in New York. Box 748, Printers' Ink.

**WANTED—An agency with a ladder and a rung open near the bottom—by a young man of 25 with ambition, brains, and guts—now employed. Apply Box 735, Printers' Ink.**

**WRITER**, 8 years' agency, bus. paper exp. Ex-newspaperman. Profit-showing record in copy, direct mail, corresp., features, promotion. Age 31. Now employed. Box 743, Printers' Ink.

**VERSATILE ARTIST** wants work-for-space arrangement with agency. Thoroughly experienced, all mediums and techniques. Agency experienced and dependable. Box 741, Printers' Ink.

**ACCOUNT EXECUTIVE**—15 years' Agency experience, ability to get business, expert knowledge all phases advertising, copy, plans. Age 35. Controls business. Address Box 739, Printers' Ink.

**EDITOR**—Twelve years' general magazine business publication, house organ experience; advertising and publicity training. University graduate, thirty-two, married. Box 734, Printers' Ink.

**Top notch radio executive** seeks connection with progressive advertising agency. Knowledge and experience gained during twelve years in show business and managing and directing important radio stations ideally equip him to produce and handle radio accounts. Box 742, Printers' Ink.

**DIRECT-TO-CONSUMER EXECUTIVE** seeks greater opportunities. Now General Manager tailoring house operating with 2000 agents. Sound knowledge mail order advertising, sales promotion. Able correspondent. 15 years' varied successful experience direct selling. Age 35, married. Highest references. Box 738, P. I.

**COPYWRITER · ACCOUNT EXECUTIVE**

A first-class creative man with unusual business acumen, merchandising sense and an excellent record for getting along with clients. Last six years copy and contact on major oil and railroad accounts and still at it. At 30 he offers the mature judgment gained through 12 years of retail advertising, direct mail and agency experience, plus the verve of a man just hitting his stride. Capable of directing complete advertising program. Box 746, Printers' Ink.

# Advertisers' Index


| | Page |
|---|---|
| American Magazine | 60-61 |
| Ayer & Son, Inc., N. W. | 1 |
| Business Opportunity "Z," Box 134 | 92 |
| Chicago Daily News | 27 |
| Chicago Tribune | 96 |
| Classified Advertisements | 93 |
| Des Moines Register and Tribune | 2 |
| Detroit News | 30-31 |
| Detroit Times | 47 |
| Fawn Art Studios, Inc. | 91 |
| Fidelity Investment Association | 91 |
| Francis Press, Charles | 95 |
| Fuller & Smith & Ross, Inc. | 54-55 |
| Gibbons, Ltd., J. J. | 92 |
| Hawley Advertising Co., Inc. | 73 |
| Hearst International Advertising Service | 22-23 |
| Hearst Newspapers | 18-19 |
| Louisville Courier-Journal, Times | 35 |
| McGraw-Hill Publishing Co., Inc. | 42-43 |
| Milwaukee Journal | 6 |
| National Broadcasting Co., Inc. | 66-67 |
| New York Sun | 11 |
| New York Times | 13 |
| Pittsburgh Press | 48-49 |
| Position Wanted "W," Box 131 | 92 |
| Position Wanted "Y," Box 133 | 92 |
| Position Wanted "A. R. B.," Box 135 | 79 |
| Position Wanted "B," Box 136 | 92 |
| Printers' Ink Monthly | 87 |
| Providence Journal-Bulletin | 5 |
| This Week | 38-39 |
| Thompson Co., J. Walter | 8-9 |
| W I R E | 89 |


*No responsibility is assumed for any omission*

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**Advertising rates:** Page $135; half page $67.50; quarter page, $33.75; one-inch minimum, $10.50; Classified, 75 cents a line, minimum order $3.75.

weather women in grocery stores will be attracted to the thermometer on these displays in order to find out how hot it really is, and the tie-up is a natural.

It strikes the Schoolmaster that the incorporation of actual objects in displays, where feasible, can often secure added attention value

• • •

The Schoolmaster is always interested in advertisements that do more than merely advertise a product. One example that comes to his attention is a series of full-page announcements recounting in colorful detail Hawaii's remarkable history and commercial growth. These advertisements, which newspapers in Hawaii are carrying week by week, not only present the Standard Oil Company, Calif., advertising theme but tie up a human interest story.

The advertisements are dramatically written historical sketches of the development of each of the major industries of the islands. The first pays tribute to sugar, the island's richest asset, followed by King Pineapple, hailed as Hawaii's second producer of prosperity. Before the entire series has run its course, Hawaii's natural beauties and her man-made attractions, shipping, Federal Government, and lastly the oil industry will have come in for historical mention.

It is unusual for a company to put forth this type of advertisement yet it is really winning the good-will of industries that represent companies in the industrial field.

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## New Addresses

Tuttle Publications, Inc., publishers of *Groceries* and *Chain Store Review*, are now located at 535 Fifth Avenue, New York.

The Los Angeles offices of the J. Walter Thompson Company are now 711 Edison Building, Los Angeles.

V. A. Stiver, Inc., advertising art and display studios, 16-18 East First Avenue, Columbus, Ohio.

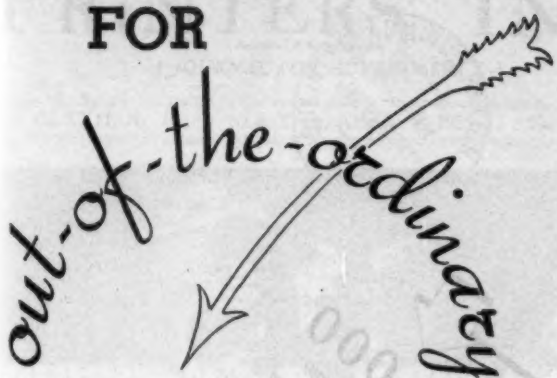
Collins, Miller & Hutchings, Inc., engravers, 207 North Michigan Avenue, Chicago.

Holden, Graham & Clark, Inc., Detroit, 900 Donovan Building, Detroit.

N. Frederick Foote, publisher's representative, New York office now at 70 Fifth Avenue.

Leo Steinhauser, Seattle agency, Terminal Sales Building.

FOR



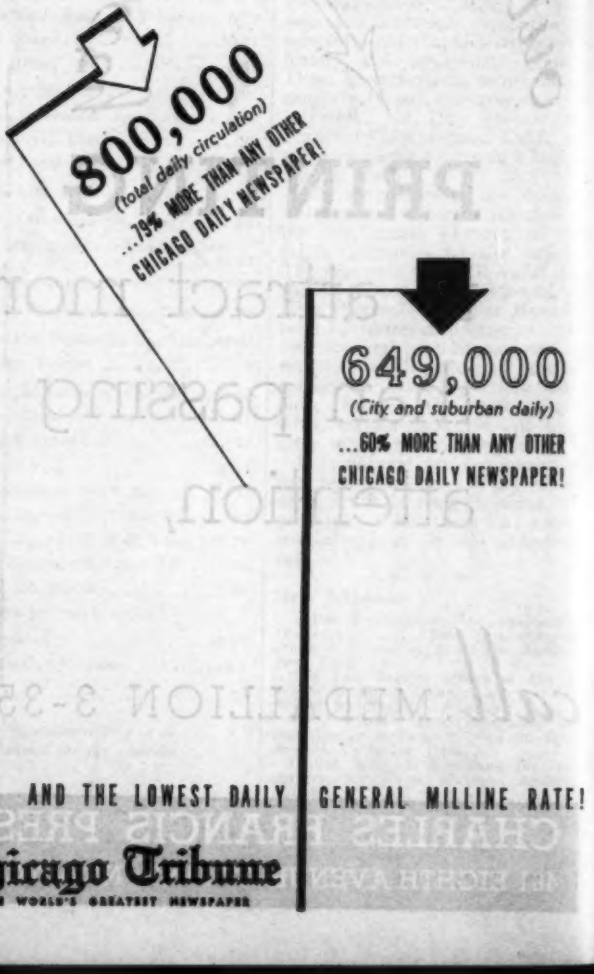

PRINTING

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